

MMSP 130 - Multimedia Process and Production (Spring 2010)

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Office Hours: by appt. • Cloud 208A

Course overview:

This course will provide students with an overview of multimedia development, planning and production through a hands-on approach. Topics include multimedia planning, design and production techniques. Assignments will focus on pre-production planning and production of a Web site. We will also study many different genres of multimedia sites. We will have weekly lessons with reading, online notes, assignments and postings to the discussion board. You are expected to participate in online critiques and discussions. This course is conducted online and can't be repeated.

Instructor Communication:

If you have any questions that cannot be answered in the online class forums, please email me at ccsf@kellybriley.com. I will respond to emails within two days. Please note that I have a policy that restricts accepting friend request from students on Facebook. However, I will consider LinkedIn requests as it is a professional resource.

Goals:

Take your own idea for a multimedia product and see it through each stage from pre-production to final production. This will be a hands-on process. You will also work in teams on the midterm project. At the end of this class, you should have a solid understanding of the stages of development of an interactive project, including pre-production, prototyping and production. You should understand the roles of different players involved in the process (including designer, project manager, Web producer and programmer) and you will also understand how HTML, Dreamweaver, PhotoShop and FTP software work within the production process.

Required Textbook:

Web Redesign 2.0: Workflow that Works

by Kelly Goto + Emily Cotler, New Riders Publishing, 2nd Edition. ISBN: 0735714339

Prerequisites:

The prerequisites for this class are either MMSP 120 or GRPH 25. If you have not taken one of these classes, please come speak to me.

Dropping the class:

If you don't log on or participate for more than two concurrent weeks without an explanation, I will drop you if it's still during the withdrawal period. If you simply stop attending after the withdrawal period without dropping the class you will receive an "F" as a grade at the end of the semester.

Grading Policies:

Attendance/Participation (200 points)	Weekly participation in the discussions is required. The participation is graded and will therefore affect your final grade.
Weekly exercises (300 points)	There will be weekly exercises with each application, which will build to the final project.
Mid-term project (200 points)	The mid-term project will be a group project where you use the pre-production information to create a presentation to the class. You'll have three classes to prepare your mid-term presentation.
Final Project (300 points)	The final project will include approximately eight web pages for a site that you have been working on throughout the semester. You will also hand in any pre-production work that's led up to the final project during the semester, including mission statement, time budget, prototype and wireframes. If you do not present a final project, you will not pass the class.

Assignments:

It is important that you keep up with the weekly deadlines for the assignments. I will automatically take five points off for assignments that are more than a week late.

Computer lab access:

If you do not have all the software, you can use the ACRC computer lab in Batmale 301. To use the lab, you must present a photo ID, a CCSF ID and have a log on. I will give you this information early in the semester.

Software police:

You can be expelled for copying software from any computer lab at City College. This includes fonts.

Online atmosphere:

Please be respectful of students' work and comments when providing feedback. Please do not use profanity on the message boards. Be direct without being rude. Imagine that you are speaking face to face to someone and use the appropriate tone and wording.

Other Recommended Reading:

Besides assigning readings from our text book, I will provide PDF handouts from chapters from several different books. If you're interested in learning more about these topics, I recommend buying the following books for more in-depth coverage.

- *The Elements of Design*
by Darcy DiNucci and Maria Giudice (PeachPit Press)
- *Adobe Photoshop CS4: Classroom in a Book*
by Adobe (Adobe Press)
- *Adobe Dreamweaver CS4: Classroom in a Book*
by Adobe (Adobe Press)
- *HTML 4.0 for the World Wide Web*
by Elizabeth Castro (PeachPit Press)
- *HTML and XHTML: The Definitive Guide*
by Chuck Musciano and Bill Kennedy
(this is a great "dictionary" for HTML tags)
- Any *QuickStart Guide* from Peachpit Press about the subject we're studying.

Online resources to find and buy books and instructional media:

www.half.com
www.amazon.com
www.peachpit.com
www.lynda.com

Online resources:

<http://www.webmonkey.com> ("the web developer's resource")
<http://tv.adobe.com/> (Adobe's training website)
<http://www.lynda.com/> (Software training videos and tutorials)

Schedule:

The following is the general outline for the class. The topics will remain flexible and could change depending on the interests and experiences of the class and presentation opportunities.

Week	Date	Topic	Reading	Assignment
1	1/18 - 1/24	Class introductions, skill assessment, Insight.ccsf.edu class website intro	Chapter 2: Core Process Overview	Buy required text Assignment #1a: Skills Assessment
2	1/25 - 1/31	Phase 1: Define your project	Chapter 3: Phase 1: Define the Project and Chapter 10: Analyzing the Competition	Assignment #1: Competitive Analysis Assignment #2: Mission statement and audience for your site Assignment #3: Do a client survey for your site
3	2/1 - 2/7	Phase 2: Develop Site Structure	Chapter 4: Phase 2 Develop Site Structure and Chapter 8: Testing for Usability	Assignment #4: Take one of the assigned sites and do a site map and wireframe
4	2/8 - 2/14	Phase 3: Define Visual Interface	Chapter 5: Phase 3: Design Visual Interface	No assignment
5	2/15 - 2/21	Phase 3: Design Visual Interface		Assignment #5: Prototype one of the provided sites
6	2/22 - 2/28	Phase 3: Present Home page		Assignment #6: Post a site map, wireframe and home-page prototype for your site.
7	3/1 - 3/7	Midterm: Group Assignment		Mid-term groups assigned
8	3/8 - 3/14	Midterm: Group Assignment	Chapter 6: Phase 4: Build and Integrate	Assignment #7: Post midterm projects
9	3/15 - 3/21	Phase 4: Build and Integrate with HTML		Assignment #8a: HTML pages #1
10	3/22 - 3/28	Phase 4: Build and Integrate with HTML continued		Assignment #8b: HTML pages #2
11	3/29 - 4/4	Spring Break - No Class		

12	4/5 - 4/11	Phase 4: Build and Integrate with Slicing w/ Photoshop	PDF file from CS4 Classroom in a Book	Assignment 9: Slice up PSD file
13	4/12 - 4/18	Phase 4: Build and Integrate with Optimizing Graphics	PDF file from CS4 Classroom in a Book	Assignment #10: Optimize your file
14	4/19 - 4/25	Phase 4: Build and Integrate with Dreamweaver		Assignment #11: Create your remote site
15	4/26-5/2	Phase 4: Build and Integrate with Dreamweaver		Assignment #12 Editing with Dreamweaver
16	5/3 - 5/9	Phase 4: Build and Integrate with Dreamweaver		Assignment #13: Integrate Dreamweaver and Photoshop file.
17	5/10 - 5/16	Phase 4: Build and Integrate Add Google Analytics		Assignment #14: Adding Google Analytics to your site.
18	5/17 - 5/23	Final Presentation of Projects		Upload your Final Assignment