



Course title and number ENDS 374 Multimedia Design and Development
Term Spring 2014
Meeting times and location M W 3-5:30, 109 Langford C

Course Description and Prerequisites

Multimedia Concepts and Practice Credit 3 Spring.

Multimedia: the combination of animation, graphics, text, sound and video with user interactivity; projects directed towards the production of computer presentations and interactive kiosks; techniques discussed include computer animation, graphics, the production and use of digital photographs and digitizing sound and video for both free-standing programs and for the web. **This course will include both working directly with the software to create the multimedia and in the use of scripting (programming) to control the progress of the multimedia production. The productions will include work not only for a stand-alone computer but also for use with mobile devices.**

Learning Outcomes or Course Objectives

The Objective of this course is to produce interactive multimedia productions.

You will learn:

1. Basic multimedia production using Adobe *Flash*
2. Graphics production for vector and bitmap illustrations
3. Animation with both shape and motion tweening
4. Animation using inverse kinematics
5. Animation with 3D rotation and translation
6. Basics of ActionScript 3 for interaction with animations
7. Delivery of animation for mobile devices as well as computers

Instructor Information

Name Howard F. Eilers
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Office hours M-W 8:15-2:30, T-R 12-2, F:call for appointment
Office location 306-I Langford C

Textbook and/or Resource Material

No textbook required

References:

Schupe, Rich *Learning ActionScript 3.0*, O'Reilly 2008

Adobe Animation: Learning guide for Flash

http://www.adobe.com/devnet/flash/learning_guide/animation.html

Adobe: Flash CS-4 <http://tv.adobe.com/show/learn-flash-professional-cs4/>

Adobe: Actionscript with Doug Winnie <http://tv.adobe.com/show/actionscript-11-with-doug-winnie/>

Adobe: Flash Downunder <http://tv.adobe.com/show/flash-downunder/>

Supplies:

Portable digital storage device (USB or FireWire external hard drive or USB stick)

Performance evaluation

The course is aimed at production; I want the student to be able to demonstrate both conceptual (theoretical) and practical understanding of multimedia that will make him/her highly competitive in the job market.. That is the “proof of the student’s knowledge” will be in the successful completion of the multimedia projects. The major project is the creation of an interactive multimedia kiosk. A business type presentation also counts for credit. The exact number and content of the exercise/projects will be determined throughout the semester; these are aimed at teaching the student all the tools necessary in order to produce the major projects.

My approach is to introduce/teach and provide tutorial material on the various multimedia techniques, then the student will produce a creative project using the technique.

The course will be broken into three type of projects: exercises, learning projects and major projects. The grading will be determined as follows:

Interactive multimedia Kiosk	25%
Creative projects	65%
Exercises (approx 15) for multimedia	10%

Attendance Policy

The University views class attendance as the responsibility of an individual student. Attendance is essential to complete the course successfully. University rules related to excused and unexcused absences are located on-line at <http://student-rules.tamu.edu>.

Course Topics, Calendar of Activities, Major Assignment Dates

A more detailed schedule will be handed out the first day of class

Week	Topic	Required Reading
I	Intro to multimedia – <i>Flash</i> environment	
II	Graphics production: Object and Merge drawing	
III	Symbols/instances; simple animations principles: using the Timeline	
IV	Tweening: shape tweening /.motion tweening – simple use of sound	
V	Buttons – movie clips	
VI	Inverse kinematics	
VII	3-D rotation and translation	
VIII	Actionscript basics: programming concepts	
IX	Spring Break	
X	Actionscript: animation with actionscript	
XI	Navigation: events / listeners / labels – making a kiosk	
XII	Sound and video controls with actionscript	
XIII	Multimedia delivery to mobile Designing a complete interactive kiosk	
XIV	Work on interactive kiosk	
XV	Work on interactive kiosk	
XVI	Work on interactive kiosk	

Other Pertinent Course Information

The purpose of this course is to develop the tools needed to produce computer generated presentations and interactive, computer generated kiosks. To accomplish these goals there will be two, three hour blocks of time for lecture, discussion and lab work each week. The “lab work” can be done in the MAC lab (22 - 27” iMacs 109 Langford C). Any other machine (either personal or in the SCC) which has the needed software can be used; most of the software works equally well on a Mac or a PC. The major piece of software we will be using is Adobe *Flash*; we also may use *PhotoShop*, *Illustrator*, *Audacity*, or *Premiere*. **It is recommended that you maintain PC file naming even when working on a**

Mac so that the file can also port over to and been used on a PC. Some people have the needed software on their personal machines (PC or Mac); students should feel free to use their own machines (PC or Mac). **Please make sure that you save your files in the CS-5 format.**

Americans with Disabilities Act (ADA)

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Cain Hall, Room B118, or call 845-1637. For additional information visit <http://disability.tamu.edu>

Academic Integrity

For additional information please visit: <http://www.tamu.edu/aggiehonor>

“An Aggie does not lie, cheat, or steal, or tolerate those who do.”

College Defacement of Environment Policy

It is unlawful for any person to damage or deface any of the buildings, statues, monuments, trees, shrubs, grasses, or flowers on the grounds of any state institutions of higher education (Texas Education Code Section 51.204)