

Multimedia
ART 3004/ART 5007/Spring 2007/3 credits
Wednesday 9:00-11:50
Brownson Wing 12

Instructor: Christine Dehne

Email: dehne@mville.edu

Office Phone: 914-323-7244

Office hours: Tuesday 11-1:30

Wednesday 1-2

Thursday 3-6

Office Location: Tenney Hall Room 4-5

Online Information: <http://blackboard.mville.edu>

Course Description

This course encourages students to bring together techniques they have learned in digital and traditional studio courses. Projects will explore ways of combining text, drawings, audio, video, photographs, graphics, animation and collage to create polished works of multimedia art. In addition to a discussion of the history, developmental stages and sweeping paradigm shifts in the communication industry, students will utilize the latest tools and the internet to plan, prototype, produce and deliver multimedia products. A wide variety of software packages, including Adobe PhotoShop and Illustrator, Final Cut Pro, and Flash.

Prerequisite: Computer Graphics I.

Course/Learning Objectives

1. Students will learn the basic concepts of digital multimedia and be able to define basic terminology.
2. Upon completion each student will have produced exercises as well as a final project using various multimedia tools. These exercises may be retained by the student in digital form.
3. Each student will have developed a clear understanding of the basic techniques and concepts covered in the exercises and projects viewed in class.
4. Each student will have practical experience using Adobe Photoshop, Adobe Illustrator, Final Cut Pro, and Flash.
5. Each student will be skilled enough to take on the production of their own multimedia project and be eligible for Intermediate level Multimedia courses.
6. Students will develop active, critical listening and assessment skills by participating in classroom discussions and through the completion of projects.

Studio Work

Three projects must be completed by the due date and times. Project work must be carried out thoughtfully, with care and attention given to the demands of your ideas. You must use your time well and be realistic in planning the material scale of your projects in relation to the time and money you can afford to spend on them. The instructor will help you to organize your time, materials, and working process.

Materials

Students are responsible for purchasing a journal/sketchbook, props/objects, etc. Purchase these supplies as you need them.

Journal

Buy a blank book of a size that you will enjoy carrying with you everywhere. Use this journal/sketchbook *for a few minutes everyday*. Draw in it, write in it, collect and paste found pictures and text in it. Use these “notes” to help you develop ideas for your projects. Make a concerted effort to attend current exhibitions, local art events, and surf the web; Use your journal to record questions about and responses to these events, and to the readings assigned for this class. *Always bring your journal with you to class meetings.*

Attendance/Participation

Attendance is mandatory. More than one unexcused absence will lower your grade. Make sure to contact me if you are going to be absent. This class meets 15 times. Absence is not an excuse for coming to the next class unprepared. You must contact a classmate or the Professor to find out what you missed. Habitual lateness will also reduce your grade.

This is a class where students are expected to show both complete and works in progress of their own work to the class. Thoughtful feedback is essential to improving your work and the work of your fellow classmates. I will be grading your participation based on how helpful I think your comments or questions are to addressing relevant concerns of the work at hand. I will be taking notes on this throughout the semester. Failure to participate in discussions and critiques will affect your semester grade.

Equipment and Facilities

- Students have lab access during hours when there are not classes scheduled as well as on the weekend
- There are cameras available for you to checkout from the library. Checkout period is 1 day.
- Students are responsible for backing up their own work. No excuses for lost or damaged work.

Grading

Your grade will also largely be an indication of how much of your own potential you have fulfilled over the course of the term. The semester grade will be determined by a combination of attendance, quality of work produced, participation in discussions and critiques, and individual achievement, growth and enthusiasm. *Late work will not be accepted.*

The scaled importance of each element is as follows:

- 70% Studio Work (20% per project)
- 30% Attendance/ Participation

Disability Statement

If you believe that you have a disability that may warrant accommodations in this class, I urge you to notify me immediately so that together we can work to develop methods of addressing needed accommodations in this class. You must also contact the Academic Dean's office.

Academic Misconduct

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that may be imposed through the regular instructional procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero in the course.

Class Rules

- All cell phones must be turned OFF
- Students are required to complete the readings to prepare for class
- No disrespect of any kind, toward any one will be tolerated
- Oral participation and hands-on project participation in class is mandatory and counts towards your attendance/participation grade and project grades
- No food, drinking, or smoking in the facilities
- All equipment must be returned to its proper place before you leave the facilities

Please note: this is NOT a software course. If you are expecting to get an A because you master the software, you will be disappointed. Students are expected to develop intellectual and creative skills, to produce engaging work, and to show individual development.

Graduate Credit

Students taking the course for graduate credit will be held to a higher standard. Each graduate student will also go to NYC and view an art show which includes a multimedia component. The student will then deliver a presentation to the class about the show making sure to address issues of technical and conceptual merit of the work.

Assignments

Assignment 1: Flipbook & Animation

You will create a flipbook and animation using technology of your choosing. The book can be hand-drawn, photographic, etc. The animation can be completed in ImageReady, Flash, or Final Cut Pro. The two items should tie together thematically and be created to be displayed/viewed together.

Assignment 2:

A promotional piece for anything of your choosing. The material must include an interactive digital piece and a printed component. Be creative in your choice of things to promote and in your approach to promotion.

Assignment 3:

A larger multimedia project of your choosing. It must have a digital as well as a physical manifestation.

Course Schedule (may be revised, with warning, throughout semester)

Wednesday January 17 – Class 1

Introduction to class and to one another
Syllabus review and course expectations
Intro to flipbook & animation project

For next class:

Begin work on first project – be ready to discuss your concept/approach next class

1/24 – class 2

Discussion of concepts
Review of software

For next class:

Keep working on first project – be ready to show a rough draft next class

1/31 – class 3

Viewing of works in progress and critique
Work time

For next class:

Finish first project

2/7 – class 4

Critique of first project
Intro of promotional project

For next class:

Begin work on second project - be ready to discuss your concept/approach next class

2/14 – class 5

Discussion of concepts
Review of software

For next class:

Keep working on second project - be ready to show work in progress next class

2/21 – class 6

Viewing of works in progress and critique
Review of software
Work time

For next class:

Keep working on second project - be ready to show work in progress next class

2/28 – class 7

Viewing of works in progress and critique
Review of software
Work time

For next class:

Finish second project

3/7 – class 8

Critique of second project

Intro to final project

For next class:

Begin work on third project - be ready to discuss your concept/approach next class

3-14- Spring Break

3/21 – class 9

Discussion of concepts

Review of software

For next class:

Keep working on third project - be ready to show work in progress next class

3/28 – class 10

Viewing of works in progress and critique

Review of software

Work time

For next class:

Keep working on third project - be ready to show work in progress next class

4/4 – class 11

Viewing of works in progress and critique

Review of software

Work time

For next class:

Keep working on third project - be ready to show work in progress next class

4/11 – class 12

Viewing of works in progress and critique

Review of software

Work time

For next class:

Keep working on third project - be ready to show work in progress next class

4/18 – class 13

Viewing of works in progress and critique

Review of software

Work time

For next class:

Keep working on third project - be ready to show work in progress next class

4/25 - class 14

Viewing of works in progress and critique

Review of software

Work time

For next class:

Keep working on third project - be ready to show work in progress next class

5/2 - Final