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IS 477.01: Multimedia Development for Business

Shawn F. Clouse

University of Montana - Missoula, shawn.clouse@umontana.edu

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COURSE SYLLABUS

IS 477

Multimedia Development for Business

Spring 2003

Instructor:

Shawn Clouse, GBB 371, 243-6179 (office), or 728-5219 (home),
shawn.clouse@business.umd.edu

Teaching Assistants:

Firass Asad, GBB 332, 243-4817, firass.asad@business.umd.edu
Cody Campbell, GBB 332, 243-4817, cody.campbell@business.umd.edu

Office Hours: Tuesday & Thursday from 10:00am - 11:00 am, Wednesday from 10:00 a.m. to noon, or by appointment.

Meeting Time: Tuesday & Thursday, 11:10 a.m. - 12:30 a.m.

Meeting Place: GBB 213

Course Description:

This course focuses on using high-tech multimedia tools to market and promote a business or organization. Students will get hands-on experience integrating audio, video, graphics, text, and animation into marketing products. These different media will be integrated using multimedia-authoring tools like the Microsoft FrontPage, Microsoft PowerPoint, Adobe Premiere, Adobe PhotoShop, Macromedia Flash, Macromedia Dreamweaver, Macromedia Director, and QuickTime VR. The multimedia marketing products will be designed for distribution via the World Wide Web or interactive CD-ROM.

Course Goals:

- ? For all students to have an understanding of the development process and cycle for creating multimedia promotional materials.
- ? To explore how multimedia can be used to promote businesses
- ? To develop digital storytelling skills using pictures, music, voice-overs, and text. Similar to oral traditions and histories, digital storytelling empowers the communicator -- learners and teachers -- with an expressive and animated form.
- ? To develop media design skills based on marketing theory and practices.
- ? For students to master the skill of learning how to use different multimedia software applications either on your own or in a small group setting.
- ? Enable students to be active participants in the learning process and to specialize in specific areas of multimedia.
- ? To use a team approach to developing a creative multimedia promotional product.
- ? Provide a CD-ROM and web site that students can add to their portfolio to demonstrate to potential employers the power of multimedia as a promotional tool.

Class Project:

Create an interactive multimedia web site to promote the technology in Gallagher Building for the School of Business Administration (SOBA) at The University of Montana. SOBA is concerned with how to most effectively promote the state-of-the-art technology to students, faculty, and business users. This project needs to take a strategic marketing approach to this problem by looking at the internal and external environment, the target market, strategies for reaching that target market, and the media for delivering the marketing message. This information will be used to guide the software development process for creating the interactive multimedia materials.

Multimedia and Software Skills:

We will use a number of software applications and multimedia devices in developing this project. All students will learn to use Adobe Photoshop and Macromedia Flash. Some students will learn to use Adobe Premiere, Quicktime VR, Macromedia SoundForge, and Macromedia Director. Other important skills include scanning, using a digital camera, developing a storyboard, using a video camera, and recording audio with digital sound equipment.

Grading:

Students will be graded based on presentations, papers, projects, and their participation in class and group activities. Each group activity will include an evaluation form that must be filled out by all students. The evaluation form includes a section for the evaluation of the members of your group. **Your evaluation of the performance of your group mates will be included in their grade for each project.** For example, if you receive a 70% for group participation you will only receive 70% of the total points that the group earned on the project. The success of the learning process and the project is dependent on the dedication and commitment of all of the students in the class. Graduate students must complete an extra project to receive graduate credit for the class. Grades will be assigned based on the following breakdown: A – 90% and above, B – 89% to 80%, C – 79% to 70%, D – 69% to 60%, and F – below 59%.

Journals:

The purpose of the learning journal is to provide each student an opportunity to **reflect on what you have learned** in the course as well as to sharpen your written communication skills. This is not an exercise of doing a research project, but an exercise of you to describe what you are thinking about and what you have done each week to guide your learning on multimedia development. You are required to make weekly submissions to your journal via email to the instructor (shawn.clouse@business.umt.edu). You will need an entry in the journal for each week and will want to build the journal so that it has a thread for each week's activities. An easy way to keep track of this is to create the journal in Word with the date and journal number and copy the journal each week from your Word document and paste it into an email message. A reflection question will be posted each week to guide your thoughts for the journal. Journals are due by 5:00 p.m. on Thursday of each week. Your journal will be reviewed every other week. The journals are worth 100 points and the grade will be assigned at the end of the semester.

Participation:

The completion of this project is dependent on the participation of the students in the class. This is a special topics course that requires extra resources to facilitate the development of the interactive multimedia project like software, computers, cameras, and sound equipment. Since SOBA is making an extra investment in this course it is vital that only motivated students stay in the course. **The instructor will meet with and encourage any student that does not participate to the fullest of his or her ability in the group projects to drop the class.** The student participation will be evaluated using the student evaluation form. Participation includes **attending group meetings, completing assigned individual tasks for the group, and providing support and assistance to other group members when needed.** This project is too large and complex to be completed by a few individuals in the time allotted and requires the dedication of the entire class to be completed.

Textbook:

Web Design Basics, Macromedia Web Design Series, Fifth Edition, available for \$30 at by calling (800) 457-1774 or purchased online at http://www.macromedia.com/resources/education/curriculum/web_design_basics.html.

LECTURE SCHEDULE (Tentative)

DATE	TOPIC/EVENT	ASSIGNMENT
Jan 28, Wk 1	Introduction to Multimedia Assignment 1: Develop a 5-minute PowerPoint presentation introducing yourself and mention something about your past, present, and future. Be sure to mention what skills you have in the area of multimedia, web development, and the different software applications that you have experience with.	Assignment 2: Send one screen email describing what you want to learn in IS 495-05 and what skills that you have with Software, Multimedia, and Web Development.
Jan 30, Wk 1	Multimedia Basics & Demonstration Past, Present, & Future Presentations	Project 1 Marketing Plan assignment and groups
Feb 4, Wk 2	Effective Use of Multimedia and Evaluation Criteria Past, Present, & Future Presentations Look at Super Bowl Ads	
Feb 6, Wk 2	Marketing Analysis	
Feb 12, Wk 3	Marketing Discussion Using Group Systems Marketing Planning & Scanning Demonstration	
Feb 13, Wk 3	Presentation Basics and Marketing Group Meetings	
Feb 18, Wk 4	Presentations for Project 2	Marketing Plans are due
Feb 20, Wk 4	Design Fundamentals and Photoshop Demonstration SDLC & Prototyping	Project 2 Graphics and Interface Design with PhotoShop assignment and groups
Feb 25, Wk 5	Introduction to PhotoShop	
Feb 27, Wk 5	Web Design and Macromedia Director and Flash Demonstration	
Mar 4, Wk 6	Work Session	
Mar 6, Wk 6	Presentations for Project 2	
Mar 11, Wk 7	GroupSystems meeting to select a graphic and interface design Digital Video and Digital Audio Demonstrations Animation, VR, & Photography Demonstration	Project 3 – Macromedia Flash assignment and groups
Mar 13, Wk 7	Storyboard Guest Speaker – Brian Blundt	
Mar 18, Wk 8	Digital video & VR demonstration Kinetic Sports & Gordy Pace	
Mar 20, Wk 8	Project 3 Work Session	
Mar 25, Wk 9	Spring Break	
Mar 27, Wk 9	Spring Break	
Apr 1, Wk 10	Project 3 Presentations	
Apr 3, Wk 10	GroupSystems Planning Session	Project 4 Functional Areas of Multimedia (digital video, digital photography, content & copy writing, graphics & interface, virtual reality, and animation)
Apr 8, Wk 11	Work Session	
Apr 10, Wk 11	Work Session	
Apr 15, Wk 12	Presentation of media plans	
Apr 17, Wk 12	Final Project Work Session	

DATE	TOPIC/EVENT	ASSIGNMENT
Apr 22, Wk 13	Final Project Work Session	
Apr 24, Wk 13	Final Project Work Session	
Apr 29, Wk 14	Final Project Work Session	Project 5 Final project and groups to integrate and complete a prototype of the site and create a cd-rom for each student
May 1, Wk 14	Final Project Work Session	
May 6, Wk 15	Group pictures and individual bios	
May 8, Wk 15	Final Project Work Session	
May 15, Wk16	Presentation of Final Project	