Information Sciences & Technology Department

Course Syllabus

IT 193 - Review of Multimedia and Web Design

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Faculty and Staff

Instructor:

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Catalog Description Provides a self-paced, comprehensive review of concepts and techniques for designing and developing attractive and accessible websites with multimedia components. Introduces and discusses technological, aesthetic, and human factors. Open only to students with transfer credit comparable to IT 213 who have not attempted IT 193 or IT 213.

Prerequisites Permission of department. (Students must have transferred a course comparable to IT 213 in order to be eligible to register for this course. For VCCS students, this course is typically ITE 170.)

This requirement will be **strictly enforced**. Any student who does not meet the prerequisite requirement will not be permitted to enroll in the course.

Rationale IT applications are increasingly Web-based, incorporate graphical user interfaces (GUIs) and a variety of media types. This course is intended to provide an introduction to multimedia and Web design and develop understanding of the associated technological, aesthetic and human factors. Through lecture, class demonstration, discussion and lab experience, students will have a fundamental understanding of how multimedia products are created from both the business perspective and hands-on design and engineering perspectives.

This course provides a pathway for students that have previously taken a course comparable to IT 213, but were denied direct equivalency to IT 213 to review materials and reinforce what was learned in the prior course. From this learning, they should be able to demonstrate a level of proficiency equivalent to students completing IT 213, which will prepare the student for higher level IT courses.

Course Outcomes

1. Understand fundamental Web design principles and technologies
2. Understand the detailed design plan required to create a successful website that considers audience needs, accessibility features, and various technical issues
3. Understand the coverage of ownership, permissions, and copyright issues
4. Incorporate text, images, animation, sound, and video into Web pages
5. Create an accessible and full-feature Website with popular multimedia authoring tools, such as Adobe Dreamweaver, Flash, and Photoshop

Supported Student Outcomes at the Program Level

(b) Ability to analyze a problem, and identify and design the computing requirements appropriate to its solution
(c) Ability to design, implement and evaluate a computer-based system, process, component, or program to meet desired needs
(i) Ability to use current techniques, skills, and tools necessary for computing practices

Textbooks

**** BOTH SETS OF TEXTBOOKS ARE REQUIRED****

Web Design: Introductory Concepts and Techniques, **6th Edition**
Jennifer T. Campbell
2018; Course Technology
ISBN-13: 9781337277938

Adobe Value Pack 2017; Adobe Press
ISBN-13: 9780134855103 (Printed books, purchased from the GMU bookstore)
Components of the Package:
Adobe Dreamweaver CC Classroom in a Book (2017 release)
Jim Maivald
Adobe Photoshop CC Classroom in a Book (2017 release)
Andrew Faulkner, Conrad Chavez
Adobe Animate CC Classroom in a Book (2017 release)
Russell Chun

Grading

Grades will be awarded in accordance with the GMU Grading System for undergraduate students. See the university catalog for policies: http://catalog.gmu.edu for more information.

The grading scale for this course is:

97-100%	A+	93-96%	A	90-92%	A-
87-89%	B+	83-86%	B	80-82%	B-
77-79%	C+	73-76%	C	70-72%	C-
60-69%	D	0-59%	F		

- *For IT majors pursuing the Web Development and Multimedia (WDM) concentration and have a catalog year of Fall 2016 or later*
  - A grade of "B" or better is required in this course to declare the concentration and take WDM concentration courses
- *For all other IT majors*
  - A grade of "C" or better is required in this course because it is a prerequisite for other courses in the program
- *For IT minor/undergraduate certificates and non-IT majors*
  - A grade of "D" or higher is required in this course for it to count towards the minor/undergraduate certificate, provided that you will not be taking any other courses for which this course is a prerequisite.

Raw scores may be adjusted by the instructor to calculate final grades.

Final grades will be determined based on the following components:

Graded Activity	Weight
Quizzes (10)	30%
Projects (3)	30%
Final Exam	40%

Project includes:
Project 1: Logo (10%)
Project 2: Flash Commercial (10%)
Project 3: Web-enabled Multimedia Site (10%)

There are no extra credit opportunities. Students may not do additional work nor resubmit any graded activity to raise a final grade.

Final grades will be posted to PatriotWeb, which is the only vehicle for students to obtain those grades. A student with a "hold" on his/her PatriotWeb account will be unable to access final grades until the hold has been removed by the Registrar.

Course Content

Module	Content	Lecture Textbook	Lab Textbook
1	Introduction to Web Design and Multimedia	Chapter 1	Photoshop Lab 1 >> Chapter 2
2	Multimedia Web Design: The Process I	Chapter 3	Photoshop Lab 2 >> Chapter 3 & 4
3	Multimedia Web Design: The Process II	Chapter 2 and 4	Photoshop Lab 3 >> Chapter 7
4	Writing for Multimedia Web and Typography	Chapter 2 and 5	Animate Lab 1 >> Chapter 2
5	Color and Images	Chapter 2 and 5	Animate Lab 2 >> Chapter 3 & 4
6	Animation and Interactivity	Chapter 6	Animate Lab 3 >> Chapter 6
7	Audio and Video	Chapter 6	Animate Lab 4 >> Chapter 8
8	Web Accessibility	Notes/Slides	Dreamweaver Lab 1 >> Chapter 5
9	Copyrights and Fair Use	Notes/Slides	Dreamweaver Lab 2 >> Chapter 6 & 8
10	Designing Static and Dynamic Websites	Notes/Slides	Dreamweaver Lab 3 >> Chapter 9 & 10
11	Testing, Publishing, Marketing, and Maintaining a Website	Chapter 7	Dreamweaver Lab 4 >> Chapter 11 & 12
12	Final Exam Review	Exam Study Guide	
13	**Final Exam (1/19/2018)**	**03:30 pm - 06:30 pm**	**ENGR 1505**

Important Dates

Dates for adding, dropping the course, etc. are available via: http://registrar.gmu.edu.

Religious Holidays

A list of religious holidays is available on the University Life Calendar page. Any student whose religious observance conflicts with a scheduled course activity must contact the instructor **at least 2 weeks in advance** of the conflict date in order to make alternative arrangements.

Hardware and Software Requirements

- Access to a configurable and Internet-accessible computer capable of fully running Blackboard is required. This computer needs to be equipped with speakers or a headset. Availability of a microphone is recommended but its use throughout the semester will be limited. As lectures are recorded and posted onto Blackboard as video files, students would need to use a software capable of displaying these video files, which will be posted in either QuickTime, Flash, Windows media or some other common video format.
- Adobe Dreamweaver, Photoshop, and Flash/Animate are required and used in classes and assignments. A 7-day trial version can be downloaded at Adobe's website. However, you must first sign up for a free ***Creative Cloud*** account, and you will need to have access to this software for more than the 7-day period to complete the assignments.
- Secure Shell [SSH] (or a compatible FTP application) is required for transferring files and configuring the Mason server account. SSH can be downloaded from the ITU Support Center at http://itservices.gmu.edu/downloads/ .
- Microsoft® Word (or a compatible word processing application) is required for preparing assignments.

Attendance Policy

This course is a self-paced course with several in-person sessions and an in-person final exam. Students are strongly recommended to follow the course schedule to ensure they remain on target to successfully complete the course.

Departmental policy requires students to take exams at the scheduled time and place, unless there are truly compelling, severe circumstances supported by appropriate documentation. Except in such circumstances, failure to arrive to the exam site on time for a scheduled exam will result in a score of zero (0) for that exam, in accordance with Mason policy on final exams. Students should not make travel plans or other discretionary arrangements that conflict with scheduled classes and/or exams. If the University is closed due to weather or other unforeseen conditions, final exams may be rescheduled – students are strongly advised not to make plans that would prevent them from attending exams that may be rescheduled during the entire exam period.

Communications

Registered students will be given access to a section of the Blackboard Learning System for this course. Blackboard will used as the primary mechanism to disseminate course information, including announcements, lecture slides, and grades.

Communication with the instructor on issues relating to the individual student should be conducted using Blackboard Mail, GMU email, via telephone, or in person - **not** in the public forums on Blackboard. GMU Mail is the preferred method – for urgent messages, you should also attempt to contact the instructor via telephone. Federal privacy law and GMU policy require that any communication with a student related in any way to a student's status be conducted using secure GMU systems – if you use email to communicate with the instructor you **MUST** send messages from your GMU email account.

Privacy

Instructors respect and protect the privacy of information related to individual students. As described above, issues relating to an individual student will discussed via email, telephone or in person. Instructors will not discuss issues relating to an individual student with other students (or anyone without a need to know) without prior permission of the student.

Faculty and staff will take care to protect the privacy of each student's scores and grades.

Disability Accommodations

The Office of Disability Services (ODS) works with disabled students to arrange for appropriate accommodations to ensure equal access to university services. Any student with a disability of any kind is strongly encouraged to register with ODS as soon as possible and take advantage of the services offered.

Accommodations for disabled students **must** be made in advance – ODS cannot assist students retroactively, and at least one week's notice is required for special accommodations related to exams. Any student who needs accommodation should contact the instructor during the first week of the semester so the sufficient time is allowed to make arrangements.

Honor Code

All members of the Mason community are expected to uphold the principles of scholarly ethics. Similarly, graduating students are bound by the ethical requirements of the professional communities they join. The ethics requirements for some of the communities relevant to Applied IT graduates are available via the following links:

ACM Code of Ethics and Professional Conduct

IEEE Code of Ethics
EC-Council Code of Ethics
On admission to Mason, students agree to comply with the requirements of the GMU Honor System and Code[1]. The Honor Code will be strictly enforced in this course. Honor Code cases are heard by a panel consisting of students – students who meet the requirements are encouraged to nominate themselves to serve on the Honor Committee. Any use of the words or ideas of another person(s), without explicit attribution that clearly identifies the material used and its source in an appropriate manner, is **plagiarism** and will not be tolerated. Within The Volgenau School there is a mandated "zero tolerance" policy for plagiarism. The instructor reserves the right to use all manual and/or automated means (including, but not limited to such services as SafeAssign and MOSS – Measure of Software Similarity) to detect plagiarism in any work submitted by students for this course, and to direct teaching assistants and/or other faculty and/or staff members to do likewise in support of this course. Additional information on the enforcement of the George Mason University Honor Code policy can be found at: http://academicintegrity.gmu.edu.

For this course, the following requirements are specified:

- All work that is to be submitted for a grade must be prepared by the individual student. Students are expressly prohibited from sharing any graded work for this course in any manner with anyone other than the instructor and teaching assistant(s) assigned to this course and the student's section). Specifically, students may not do the following, including but not limited to:
    - Discussing the work specific to an assignment with anyone except the instructor and/or teaching assistant(s)
    - Showing another student their work-in-progress, completed solution, or graded solution
    - Having another person (i.e. current student, former student, tutor, friend, anyone) “walk them through” how to solve an assignment
- Posting or sharing course content (i.e. instructor provided lecture notes, assignment directions, assignment questions, or anything not created solely by the student), using any non-electronic or electronic medium (i.e. website, FTP site, any location where it is accessible to someone other than the individual student, instructor and/or teaching assistant(s)) constitutes copyright infringement and is strictly prohibited without prior approval from the instructor.

[1] Available at www.gmu.edu/catalog/apolicies and related GMU Web pages.

If you have questions on these requirements, please discuss them with your instructor. Any deviation from these requirements is considered a violation of the Honor Code. All suspected violations of the Honor Code will be taken seriously and are required to be reported by the instructor.