Course Description

| IT Information Technology | 213 Multimedia and Web Design (3:2:1) Prerequisite: IT 103 or permission of instructor. |

Through lecture, class demonstration, class discussion, and hands-on lab experience, focuses on the design and development of attractive and accessible websites with multimedia components. Introduces and discusses technological, aesthetic, and human factors.

Prerequisites

The prerequisite for this course is IT 103 (or permission of instructor). A grade of "C" or better must be achieved in the prerequisite course before a student is qualified to take this course. The prerequisite course must be completed prior to, not concurrently with, this 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.

Course Outcomes

On successful completion of this course, students will be able to:
- Understand fundamental Web design principles and technologies
- Understand the detailed design plan required to create a successful Web site that considers audience needs, accessibility features, and various technical issues
- Understand the coverage of ownership, permissions, and copyright issues
- Incorporate text, images, animation, sound, and video into Web pages
- 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

- (4) An ability to recognize professional responsibilities and make informed judgements in computing practice based on legal and ethical principles.
- (6) An ability to identify and analyze user needs and to take them into account in the selection, creation, integration, evaluation, and administration of computing-based systems.

Major Topics

- Multimedia Web Design Process and Principles
- Writing for Multimedia Web and Typography
- Color and Graphics
- Animation and Interactivity
- Audio and Video
- Web Accessibility
- Copyrights and Fair Use
- Static and Dynamic Web Sites
- Testing, Publishing, Marketing, and Maintaining a Web Site
- Creating accessible and full-feature Websites with popular multimedia authoring tools

Textbooks

There are two required textbooks for this course:

Jennifer T. Campbell
2018; Course Technology

Adobe Value Pack
2018; Adobe Press
ISBN-13: 9780135426401 (Printed books, purchased from the GMU bookstore)

Components of the Package:
Adobe Dreamweaver CC Classroom in a Book (2018 release)
Jim Maivald
Adobe Photoshop CC Classroom in a Book (2018 release)
Andrew Faulkner, Conrad Chavez
Adobe Animate CC Classroom in a Book (2018 release)
Russell Chun
Grading

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

Letter grades will be assigned according to the following scale:

<table>
<thead>
<tr>
<th>Numeric Score</th>
<th>Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 – 100</td>
<td>A+ Passing</td>
</tr>
<tr>
<td>93 – 96</td>
<td>A Passing</td>
</tr>
<tr>
<td>90 – 92</td>
<td>A– Passing</td>
</tr>
<tr>
<td>87 – 89</td>
<td>B+ Passing</td>
</tr>
<tr>
<td>83 – 86</td>
<td>B Passing</td>
</tr>
<tr>
<td>80 – 82</td>
<td>B– Passing</td>
</tr>
<tr>
<td>77 – 79</td>
<td>C+ Passing</td>
</tr>
<tr>
<td>73 – 76</td>
<td>C Passing</td>
</tr>
<tr>
<td>70 – 72</td>
<td>C– Passing*</td>
</tr>
<tr>
<td>60 – 69</td>
<td>D Passing*</td>
</tr>
<tr>
<td>0 – 59</td>
<td>F Failing</td>
</tr>
</tbody>
</table>

* Grades of "C-" and "D" are considered passing grades for undergraduate courses. However, a minimum grade of "C" is required in the BSIT program for any course that is a prerequisite for one or more other courses. This course is a prerequisite for several courses in BSIT Concentrations – see the Academic Catalog for more information on those courses.

Final grades will be determined based on the following components:

<table>
<thead>
<tr>
<th>Total Points</th>
<th>100%</th>
</tr>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Projects (5) &amp; Presentation</td>
<td>45%</td>
</tr>
<tr>
<td>Lab Assignments (11)</td>
<td>25%</td>
</tr>
<tr>
<td>Lecture Quizzes (10)</td>
<td>10%</td>
</tr>
<tr>
<td>Bonus Points</td>
<td>max 5%</td>
</tr>
</tbody>
</table>

Project includes:
Project 1: Review (5%)
Project 2: Storyboards (10%)
Project 3: Logo (5%)
Project 4: Flash Commercial (10%)
Project 5: Web-enabled Multimedia Site (10%)
Project Presentation (5%)

These components are outlined in the following sections.

Exams:
There will be a midterm and a final exam, both conducted on Blackboard using the Assessment tool.
Projects:
Students are required to complete 5 projects in this course and present it (in the form of PowerPoint slides) in the last class. For more information about the projects, check the “Projects” folder (under Assignments) on Blackboard. Projects are always due at **11:00PM** on the listed due date. **Late submission will not be accepted.**

Lab Assignments:
Students are required to complete 11 lab assignments in this course. For more information about the lab assignments, check the “Lab Assignments” folder (under Assignments) on Blackboard. The lab exercises will help you practice development skills and prepare for the projects. Lab assignments are always at **6:00AM** on the listed due date. **Late submission will not be accepted.**

Lecture Quizzes:
There are 11 quizzes in total with the lowest grade being eliminated. Thus, only 10 quizzes count in the overall grade for the course. Each quiz is used to evaluate your mastery of terms and concepts taught in the lecture of the same week. Quizzes are conducted on Blackboard using the Assessment tool and you will be given 5 minutes to complete 4 questions in each quiz. Quizzes are always due at **6:00AM** on the listed due date. **No makeups for missed quizzes for any reason.**

Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture</th>
<th>Readings from Lecture Textbook</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 06/03</td>
<td>Lecture 1: Introduction to Web Design and Multimedia</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2 06/05</td>
<td>Lecture 2: Multimedia Web Design: The Process I</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>3 06/10</td>
<td>Lecture 3: Multimedia Web Design: The Process II</td>
<td>Chapter 2 and 4</td>
</tr>
<tr>
<td>4 06/12</td>
<td>Lecture 4: Writing for Multimedia Web and Typography</td>
<td>Chapter 2 and 5</td>
</tr>
<tr>
<td>5 06/17</td>
<td>Lecture 5: Color and Graphics</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>6 06/19</td>
<td>Review Session</td>
<td></td>
</tr>
<tr>
<td>7 06/24</td>
<td><strong>Lecture Midterm Exam</strong></td>
<td>Cover Lecture 1-5; Study Guide Posted on Blackboard</td>
</tr>
<tr>
<td>8 06/26</td>
<td>Lecture 6: Animation and Interactivity</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>9 07/01</td>
<td>Lecture 7: Audio and Video</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>10 07/08</td>
<td>Lecture 8: Web Accessibility</td>
<td>Notes/Slides</td>
</tr>
<tr>
<td>11 07/10</td>
<td>Lecture 9: Copyrights and Fair Use</td>
<td>Notes/Slides</td>
</tr>
<tr>
<td>12 07/15</td>
<td>Lecture 10: Designing Static and Dynamic Web Sites</td>
<td>Notes/Slides</td>
</tr>
<tr>
<td>13 07/17</td>
<td>Lecture 11: Testing, Publishing, Marketing, and Maintaining a Web Site</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>14 07/22</td>
<td>Project Presentation Review Session</td>
<td></td>
</tr>
<tr>
<td>15 07/24</td>
<td><strong>Lecture Final Exam</strong></td>
<td>Cover Lecture 6-11; Study Guide Posted on Blackboard</td>
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</tbody>
</table>
This schedule is subject to revision before and throughout the course. Registered students should see the Blackboard Learning System for the latest class schedule.

Important Dates

See Academic Calendar for more information.

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 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.
- FileZilla Client (or a compatible SFTP application) is required for transferring files and configuring the Mason server account. FileZilla can be downloaded from https://filezilla-project.org/.
- Microsoft® Word (or a compatible word processing application) is required for preparing assignments.

Attendance Policy

Students are expected to complete all units of the course and any required preparatory work and to participate actively in lectures, discussions and assignments. As members of the academic community, all students are expected to contribute regardless of their proficiency with the subject matter.

Students are expected to make prior arrangements with Instructor if they know in advance that they will miss any class and to consult with the Instructor as soon as possible if they miss any class without prior notice. Any student who expects to miss more than two class sessions is strongly advised to drop the course and take it in a later semester when he/she can complete every class unit.

Discussion Board Conduct

Online discussion board is the medium we will be using to communicate with the instructors and other fellow students. In postings, students are expected to conduct themselves in a manner that is conducive to learning.
Please read the 10 core rules of netiquette. Any student who does not follow the 10 core rules of netiquette and negatively impacts the opportunity for other students to learn will be warned – if disruptive communication continues, the student will be asked to leave the class.

**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, lab and other assignments, and scores for lab and exams.

Communication with the instructors on issues relating to the individual student should be conducted using GMU email, using Blackboard virtual classroom (online office hours), via telephone, or in person - not in the public forums on Blackboard. Email is the preferred method. 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.

Assessable work will be returned to individual students directly by the Instructor (or by a faculty or staff member or a Teaching Assistant designated by the Instructor or via another secure method). Under no circumstances will a student's graded work be returned to another student.

**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 [Honor Code](#) at George Mason University. Student members of the George Mason University community pledge not to cheat, plagiarize, steal, and/or lie in matters related to academic work. The Honor Code will be strictly enforced in this course.

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. The Instructor reserves the right to use manual and/or automated means (including such services as [Turnitin.com](#)) 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.

**WARNING!** This course has a zero tolerance policy for violations of the Honor Code. There are no second chances. Offenses carry the following minimum recommended sanctions:

**Level 1 Offenses, such as cheating on an assignment (working together when not allowed)**
- 1st Offense: 0 on the assignment, one letter grade (10%) reduction in the final grade, and the academic integrity seminar
- 2nd Offense: F in the course, and one semester academic suspension
- 3rd Offense: F in the course and expulsion from the University

**Level 2 Offenses, such as cheating on an exam, posting to a website for a partial or completed solution to an assignment (chegg.com, homeworkmarket.com, rentacoder.com, etc.)**
- 1st Offense: F in the course and the academic integrity seminar
- 2nd Offense: F in the course, and one year academic suspension
- 3rd Offense: F in the course and expulsion from the University

For this course, the following requirements are specified:

- All assessable work is to be prepared by the individual student, unless the Instructor explicitly directs otherwise.
- All work must be newly created by the individual student for this course for this semester. Any usage of work developed for another course, or for this course in a prior semester, is strictly prohibited without prior approval from the instructor.