Art 544, Emerging Technologies in Multimedia

Monday and Wednesday, 12:00–2:40pm, Art 213
School of Art and Design, San Diego State University
Instructor: Mark Siprut
Office: Art 559 Phone: 594-5446
Email: msiprut@mail.sdsu.edu

This class will focus on experimental, creative and practical exploration of contemporary communication as related to sequential visual imagery in interactive non linear multimedia formats.

We will explore contemporary communication using multimedia formats, particularly with respect to the development of interactive, narrative, expository, procedural, and other types of sequential visualization. Collaborative design will be an important part of the class, in which we will learn to integrate images, animation, text, video, and sound. The class includes perspectives on screen and interface design, using tools such as Director, as well as Photoshop, Sound Edit, Premiere, iMovie, FinalCut Pro, and Flash.

Prerequisite
Every student must show proof of prerequisites by the third class period. Preregistered students who are unable to show proof of prerequisites may be administratively dropped by the instructor. If space is available, the instructor may add crashers who are able to show proof of prerequisites. By the second class period turn in a copy of either a grade report for prerequisite class or student transcript. The prerequisite for this course is Art344, Art 348, Art 440, Art Art 448 or Art 540; or consent of the instructor. Other previous experience might be acceptable.

Learning Outcomes for Art 544
• Demonstrate an understanding of writing, interpreting and producing non-linear narrative presentations using visual, audio and text.
• Demonstrate an understanding of conceptual and theoretical issues relating to presenting interactive sequential information creatively.
• Demonstrate and technical proficiency understanding of the current technology to present interactive sequential information. This technology includes the use of cameras, recording devices, scanners, computer hardware, and computer software for image editing, illustration, audio editing, animation, compositing and programming.
• Demonstrate an understanding of presentation formats of interactive sequential media, which may include publishing for stand alone applications and the internet.
• Demonstrate an understanding of the idea and problem solving development in projects by maintaining an electronic Journal logging all aspects of the students projects which includes a descriptions supporting visual solutions; research, idea notes and sketches; storyboards and flow charts; and a time schedule.
• Demonstrate an understanding of contemporary interactive sequential media through research and observation of video art, the movie industry, advertising, gaming industry, the internet and business presentations.
• Demonstrate an understanding of conceptual and theoretical issues relating to their projects by a written description of their project, and an oral presentation of their project in a critique
• Demonstrate an understanding of critical discourse and formal critique by attendance and participation in class critique sessions.

Projects
The process of solving a problem is just as important as the solution. In addition to the final work, all projects must include a demonstration of the work done in all of the phases in the design process. A Journal in Blackboard must be maintained and submitted with each project. It should clearly and in an organized fashion include:

A. Descriptions supporting your visual solutions, which should include:
1. your definition and description of the problems
2. your design goals and objectives
3. your research sources and information attained
4. your design explorations and concept development
5. the relationship of your solutions to your design goals and objectives
B. Research, Idea notes, Thumbnail sketches, Rough sketches
C. Storyboards and flow charts (including proofed copies of the project)
D. Time schedule (indicating how you used your time) Note: Drawings and sketches should be saved for each project in a folder or sketchbook in an organized fashion. They should be scanned or photographed and included in the on-line Journal. The instructor may ask to see the drawings at any time.

Projects will be evaluated on concept development, design, craftsmanship and understanding of the assignment.

Project Rules
• All copy must be written by the student, except for specific short quotes or unless cleared by the instructor for a particular situation. Quotes should have an appropriate credit. All copy must be proofread by another student in the class. Proofed and signed copy must be included in the notebook.
• All type must be an identifiable typeface (not made up or created by the student), except for text appearing as handwriting (any exceptions must be cleared by the instructor in advance).
• Photographs, preferably, should be taken by the student; if not, appropriate credit/reference should be made. If possible, get
appropriate permissions to use photographs.

- Any illustration, symbol or pattern should be drawn by the student and should be based on actual reference. The reference should be clearly identified in the notebook.
- Audio should be created or recorded by the student. Professionally recorded music is not acceptable unless prior permission is given by the instructor. If used, any professionally recorded audio material should receive credit in the work.
- Plagiarism may result in a grade of F on the project, a referral to Judicial Procedures and the possibility of failure in the course.

Classroom Rules

1. Please turn off ringers of cell phones and pages.
2. No food or drinks allowed in the computer lab.
3. No personal software may be installed on the computers.
4. No cutting with sharp tools on the tables in the computer lab.
5. No food or drink container may be used in a classroom or classroom area for anything other than food.
6. Do not pull out computers to plug in external devices. Use extensions for USB devices. Contact a lab assistant for other needs.

Materials

- Tracing paper
- Sketchbook
- Pencils (2b, 4b, 6b) and Markers
- Digital storage media (USB drive, portable drive, cloud storage, etc)

Class Participation

Classroom interaction is vital to the learning process. Students will be expected to participate in all class activities. Lectures, demonstrations, discussions and critiques will occur regularly. Attendance to all class meetings is required. Students will receive a grade based on class activity and participation.

Due Dates

All work is expected to be completed by the due dates. Unless otherwise specified, work is due at the beginning of the class period. If work is one class meeting late, the grade may be lowered by one letter grade. If work is two class meetings, the grade may be lowered by two grades. If work is three class meetings, the grade may be lowered by three grades. If there is a problem in meeting a deadline, the instructor should be consulted in advance.

Critiques

Students participation to each critique is a vital component to the course. Constructive criticism helps artists and designers find weaknesses and strengths in their work. Attendance to all critiques is required. Work is due at the beginning of the critique. Missing a critique unexcused will result in a grade of "F" for that component of the project.

Grading

- Grading will be based on projects, tests and class exercises, participation and involvement.
- Participation and involvement: 25%
- Exercises and tests: 25%
- Projects: 50%

Student work

The instructor may retain copies of digital files and printed examples of student projects for the purpose of SDSU related instruction, display, exhibition and publicity.

Students with Disabilities

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that accommodations based upon disability cannot be provided until you have presented your instructor with an accommodation letter from Student Disability Services.

Incomplete

- An incomplete grade will only be granted for extenuating circumstances.

Recommended Books

- Director MX for the Macintosh and Windows: Visual Quickstart Guide by Persidsky (Peachpit Press)
- Macromedia Director MX and Lingo Authorized (Macromedia Press)
- Macromedia Director MX and Lingo: Training from the Source, by Phil Gross, (PeachPit Press)
- Director Demystified (Book & Cd Rom), by Roberts (Addison)
- Building Interactive Worlds in 3D by Gauthier (Focal Press)