Course Syllabus

IMED 1401 – Introduction to Multimedia

Catalog Description: A survey of the theories, elements, and hardware/software components of multimedia. Topics include digital image editing, digital sound and video editing, animation, web page development, and interactive presentations. Emphasis on conceptualizing and producing effective multimedia presentations. Lecture Hrs. – 3, Lab Hrs. – 3

Prerequisites: None

Semester Credit Hours: 4
Lecture Hours per week: 3
Contact Hours per Semester: 96
State Approval Code: 1108010000

Course Subject/Catalog Number: IMED 1401
Course Title: Introduction to Multimedia

Course Rationale: This course is meant to serve as an introduction to several types of media used in business practices today. This can include text, audio, visual, animation, graphics, etc.

Instructional Goals and Purposes: In this course, you will learn the most important topics of Adobe InDesign CS4, and Adobe Photoshop CS4. You will first learn how to get started with InDesign, including how to work with text and set up a document, how to work with frames, and how to work with colors. Then, you will learn how to get started with Photoshop, including how to work with layers, make selections, incorporate color techniques, and place type in an image.

Learning Objectives:

A. InDesign CS4
   1. Explore the InDesign Workspace
   2. Work with text
   3. Set up a document
   4. Work with frames
5. Work with color

B. Photoshop CS4
1. Get started with Adobe Photoshop CS4
2. Work with Layers
3. Make selections
4. Incorporate Color Techniques
5. Place Type in an Image

Specific Course Objectives (SCANS information):
A. InDesign CS4
1. Explore the InDesign Workspace (1ai, 1biv,1bv, 2di, 2eii)
   a. Change document views
   b. Navigate through a document
   c. Use InDesign help
2. Work with text (1aii, 1bi, 2biii, 2ci, 2diii)
   a. Format text
   b. Format Paragraphs
   c. Create and apply styles
   d. Edit text
3. Set up a document (1ai,1aii,1bi, 1bii, 2biii,2ci-2civ, 2di)
   a. Create a new document
   b. Create master pages
   c. Apply master pages to document pages
   d. Place text and thread text
   e. Modify master pages and document pages
   f. Create new sections and wrap text
4. Work with frames (1biii-1bvi, 2ci-2civ)
   a. Align and distribute objects on a page
   b. Stack and layer objects
   c. Work with graphics frames
   d. Work with text frames
5. Work with color (1biii-1bvi, 2ci-2civ)
   a. Work with process colors
   b. Apply color
   c. Work with spot colors
   d. Work with gradients

B. Photoshop CS4
1. Get started with Adobe Photoshop CS4 (1ai, 1biv,1bv, 2di, 2eii)
   a. Open and save an image
   b. Use organizational and management features
   c. Examine the Photoshop window
   d. Use the Layer and History palettes
   e. Use the Photoshop help feature
   f. View and print an image
2. Work with Layers (1biii-1bvi, 2ci-2civ)
   a. Examine and convert layers
   b. Add and delete layers
   c. Add a selection from one image to another
   d. Organize layers with layer groups and colors
3. Make selections (1ai, 1bi-1bvi, 2ci-2civ, 2ei)
   a. Make a selection using shapes
   b. Modify a marquee
   c. Select using color and modify a selection
   d. Add a vignette effect to a selection
4. Incorporate Color Techniques (1biii-1bvi, 2ci-2civ)
   a. Work with color to transform an image
   b. Use the color picker and the swatches palette
   c. Place a border around an image
   d. Blend colors using the gradient tool
   e. Add color to a grayscale image
   f. Use filters, opacity, and blending modes
   g. Match colors
5. Place Type in an Image (1a, 1bi, 2biii, 2ci, 2diii)
   a. Learn about type and how it is created
   b. Change spacing and adjust baseline shift
   c. Use the drop shadow style
   d. Apply Anti-aliasing to type
   e. Modify type with the bevel and emboss style
   f. Apply special effects to type using filters
   g. Create text on a path

Specific Tasks Accomplished:

1. Create an InDesign document.
2. Format the InDesign text to look professional.
3. Align and distribute objects on the InDesign page using the frames features.
4. Apply color to the InDesign document.
5. Organize layers within a Photoshop image according to directions given.
6. Make selections within an image to add special effects.
7. Incorporate color techniques to enhance images.
8. Place type in an image.

Course Grade:
40% - Two Major Exams
20% - Chapter Quizzes
40% - Daily Work
METHODS OF INSTRUCTION:

1. Lectures/Demonstrations: Important material from the text and outside sources will be covered in class. You should plan to take careful notes as not all material can be found in the texts or readings. Discussion is encouraged as is student-procured, outside material relevant to topics being covered. There will be additional notes and PowerPoint lectures listed in WebCT course content for each chapter.

2. Assignments: Concepts Reviews, Skills Reviews, Independent Challenges and other projects and readings will be periodically assigned to help support and supplement material found in the lessons. These assignments may require the application of various software applications. All of the assigned projects must be kept in a portfolio that will be turned in on or before each major exam.

3. Exams: All exams and quizzes will be given through WebCT and will be multiple choice tests.

Two major exams will be given, the mid-term will cover InDesign and the final will be the Photoshop exam. The exams will be closed book/note and will test assigned readings and material discussed in class. Review sheets will be provided before the exam day. The final exam will not be comprehensive in nature. However, the instructor reserves the right to retest on material that was not appropriately comprehended. These items will be noted on exam review sheets.

Students will also have a quiz after each chapter. The chapter exams will display random questions each time. The student will be required to take each chapter quiz 3 times. Only the highest grade will be recorded.

ACADEMIC DISHONESTY
Plagiarism and cheating are serious offenses and will be punished by failure on exam, paper or project. The student we receive a failing grade in the course if a second offense occurs.

NEED FOR ASSISTANCE
If you have any condition, such as a physical or learning disability, which will make it difficult for you to carry out the work as I have outlined it, or which will require academic accommodations, please notify me as soon as possible.

METHODS OF EVALUATION: Written and/or computer-delivered examinations including recognition and recall as well as analysis and discrimination; attendance and participation in laboratory exercises.

Texts, Materials, and Supplies:
• Access to a computer and the Internet for access to WebCT. Students may use one of the many labs on campus if they need computer access.
• Access to Adobe InDesign CS4 and Photoshop CS4. Trial versions are available at www.Adobe.com or you may use the lab computers on campus during regular lab hours.
• Student data files that must be downloaded from www.course.com, the Student Files link (contains download instructions), or obtained from instructor. These files should be stored on your personal USB drive.

Other:
• For current texts and materials, use the following link to access bookstore listings: http://www.panola.edu/collegestore.htm
• For testing services, use the following link: http://www.panola.edu/instruction/dl/testing.htm

(LINKS)
Secretary of Labor’s Commission on Achieving Necessary Skills (SCANS)
1. BASIC SKILL COMPETENCIES

A. Basic Skills
i. **Reading:** Locate, understand and interpret written information in prose and in documents such as manuals, graphs and schedules.

ii. **Writing:** Communicate thoughts, ideas, information and messages in writing, and create documents such as letters, directions, manuals, reports, graphs, and flow charts.

iii. **Arithmetic & Mathematical Operations:** Perform basic computations and approach practical problems by choosing appropriately from a variety of mathematical techniques.

iv. **Listening:** Receive, attend to, interpret, and respond to verbal messages and other cues.

v. **Speaking:** Organize ideas and communicate orally.

B. Thinking Skills
i. **Creative Thinking:** Generate new ideas.

ii. **Decision Making:** Specify goals and constraints generate alternatives, consider risks and evaluate and choose the best alternative.

iii. **Problem Solving:** Recognize problems and devise and implement plan of action.

iv. **Visualize ("Seeing Things in the Mind's Eye"):** Organize and process symbols, pictures, graphs, objects, and other information.

v. **Knowing how to learn:** use efficient learning techniques to acquire and apply new knowledge and skills

vi. **Reasoning:** Discover a rule or principle underlying the relationship between two or more objects and apply it when solving a problem.

C. Personal Qualities
i. **Responsibility:** Exert a high level of effort and persevere toward goal attainment.

ii. **Self-Esteem:** Believe in one's own self-worth and maintain a positive view of oneself.

iii. **Sociability:** Demonstrate understanding, friendliness, adaptability, empathy, and politeness in group settings.

iv. **Self-Management:** Assess oneself, set personal goals, monitor progress, and exhibit self-control.

v. **Integrity & Honesty:** Choose ethical courses of action.
2. WORKPLACE COMPETENCIES

A. Resources:
   i. **Time:** Select goal-relevant activities, rank them, allocate time, and prepare and follow schedules.
   ii. **Money:** Use or prepare budgets, make forecasts, keep records, and make adjustments to meet objectives.
   iii. **Material & Facilities:** Acquire, store, allocate, and use materials or space efficiently.
   iv. **Human Resources:** Assess skills and distribute work accordingly, evaluate performance and provide feedback.

B. Interpersonal Skills:
   i. **Participate as Member of a Team:** Contribute to group effort.
   ii. **Teach Others New Skills.**
   iii. **Serve Clients/ Customers:** Work to satisfy customers' expectations.
   iv. **Exercise Leadership:** Communicate ideas to justify position, persuade & convince others, responsibly challenge existing procedures & policies.
   v. **Negotiate:** Work toward agreements involving exchange of resources, resolve divergent interests.
   vi. **Work with Diversity:** Work well with men and women from diverse backgrounds.

C. Information:
   i. **Acquire and Evaluate Information.**
   ii. **Organize and Maintain Information.**
   iii. **Interpret and Communicate Information.**
   iv. **Use computers to process information.**

D. Systems:
   i. **Understand Systems:** Know how social, organizational and technological systems work and operate effectively with them.
   ii. **Monitor & Correct Performance:** Distinguish trends, predict impacts on system operations, and diagnose deviations in systems’ performance.
   iii. **Improve or Design Systems:** Suggest modifications to existing systems and develop new or alternative systems to improve performance.

E. Technology
   i. **Select Technology:** Choose procedures, tools or equipment including computers and related technologies.
   ii. **Apply Technologies to Task:** Understand overall intent and proper procedures for setup and operation of equipment.
   iii. **Maintain and Troubleshoot Equipment:** Prevent, identify, or solve problems with equipment, including computers and other technologies.
Applicable SCANS:

<table>
<thead>
<tr>
<th>BASIC</th>
<th>THINKING</th>
<th>PERSONAL</th>
<th>RESOURCE</th>
<th>INTERPERSONAL</th>
<th>INFORMATION</th>
<th>SYSTEMS</th>
<th>TECHNOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1ai, 1bi, 1ci,</td>
<td>2ai,</td>
<td>2bi,</td>
<td>2ci,</td>
<td>2di,</td>
<td>2ei,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1aii, 1bi, 1ci,</td>
<td>2aii,</td>
<td>2bi,</td>
<td>2cii,</td>
<td>2di,</td>
<td>2ei,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1aiii, 1bi, 1ci,</td>
<td>2aiii,</td>
<td>2biii,</td>
<td>2ciii,</td>
<td>2di,</td>
<td>2eiii,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1aiv, 1biv, 1civ,</td>
<td>2biv,</td>
<td>2civ,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1av, 1bv, 1cv,</td>
<td>2bv,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1bvi,</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>