

NMIX 4110 New Media Production

Fall 2009 MWF 09:05 – 09:55 a.m. in 412 Journalism
Instructor: **Dr. Jeong-Yeob Han** Email: jeonghan@uga.edu (the best way to reach me)
Office Hours: MWF 1:30 – 2:30 p.m. and by appointment
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The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

Objectives:

In this class, students will learn how to design and develop Internet sites that function effectively with multiple platforms (desktop computers, cellphones, etc.), and will receive hands on experience in the use of media and web development software such as Dreamweaver, PhotoShop, and Flash. Topics will be presented through lectures and demonstrations, and class time will be provided to work on assignments. Assignments will support the development of a project that students can use to showcase the skills they acquire in this class to future colleagues and employers.

Target audience:

This class is NOT an advanced web development course. Students with extensive experience designing and implementing web sites will find some of the material covered in this class redundant. This class is intended for students who want to become proficient in web and media development for their own area of expertise. Students will leave this class with a greater understanding of how to use the Internet effectively, and an emergent set of skills, that can be applied and enhanced in a variety of future settings.

Textbook: No textbook is required for this course. A workbook will be provided by the instructor and it will be posted on our class website. The NMIX 4110 class website is located here: <http://my.nmi.net/jhan/nmix4110>. All relevant information for the class, including this syllabus and class workbook, is available on this website.

Assignments:

This class is designed to take you through a step-by-step process of building your resume website. Where appropriate, class exercises may also be incorporated into the portfolio. Evaluations will be based on the student's ability to effectively incorporate and present the programming and design skills that were presented during the class. Below are specific assignments to achieve our goals. **Assignments should be emailed to me before class on the day the assignment is due.** Late assignments will be penalized as follows: 10% for the first late day and 5% for each day afterward.

* **Assignment 1: Background.** Summarize your expectations for this class and your technical background (1 page).

* **Assignment 2: Project outline.** Let's start thinking about the website's content, categories and images, and structures etc. You will submit a preliminary sketch of your website design. Here are the sections your document will include (2-3 pages)

1. Introduction: project goals, objectives.
2. Structure or preliminary site map
3. Homepage and Interior pages: design and description
4. Technology needed: (e.g. uses Flash, Photoshop, etc.)

* **Assignment 3: The first version of your resume website.** After weeks of hands on training with Dreamweaver, you will put together the first version of your website. At this point, the page can be very basic, but I'd like you to create a basic site with your bio and post it in our webspace. To do this, write up a bio for yourself. You can include any relevant information including, but not limited to

education, personal goals, professional goals, work experience, etc. The instructor will have an opportunity to give you some feedback. Student should email me a link to your website to get the grade.

*** Assignment 4: Self-evaluation.** While you keep working on your final project, let's have time to sit back and self-evaluate your progress. You will prepare a redesign brief (no more than 2 pages) that details:

1. Who are the key audiences for the site?
2. What do you believe the key goals of the site to be?
3. What areas of the current site are successful (if any)?
4. What areas are shortcomings (and explain why they are shortcomings)?
5. And briefly explain how you fixed the shortcomings (this should be quite obvious in your redesign) but make sure to explain why you might have left certain content out or added certain content, etc.

*** Assignment 5: Final resume website and class presentation.** At the end of the term, students will present the final version of their project. These presentations will be 10-12 minutes long and will be judged on overall preparation, presentation of background information, use of interactive visual aids, demonstration of programming competence, rationale for the evolution of the design, and professionalism (email me a link to your website). Be prepared to present the following:

1. Overview of current limitations/problems with the current site.
2. Feedback you received from other users regarding the current site and what they would expect or want in a prospective student recruitment website (e.g. how did you collect your data, what did you learn, etc.)
3. Show your design and explain how your site improves on the current student site. Also demonstrate how you incorporated user input.
4. Explain how the new site could be managed (e.g. do you need to have Flash skills on staff, how often would it be updated, etc.)

Class participation:

This is a hands-on class requiring extensive participation and sharing among all class members. Students will be evaluated based on class attendance, participation in asking and answering questions, and other aspects of communication and teamwork.

Weekly technology quizzes:

Every Friday morning a new list of technology related articles is posted on the New Media Institute Website (<http://www.mynmi.net/>). Read the articles and answer the online quiz every week by Tuesday. Late Quizzes will not be accepted.

Feedback:

Your feedback is very important to the success of this class. The URL for online evaluation is **evals.franklin.uga.edu** and will be available around the end of semester. From time to time I will ask for your feedback in writing, but please feel free to contact me at any time during the semester and express your experiences and concerns. I cannot promise to meet each and every request, but I promise to take all feedback seriously.

Attendance:

You are expected to attend each and every class. If you must miss a class, please contact me **ahead of time** for approval. Medical-related absences require a note from your doctor. If you do not show up for class and do not contact me ahead of time for approval, your final grade will be reduced by one-half letter grade for **each three absences**.

Coming late:

You must come to class on time to receive the full benefit from your class. For every two times you arrive late, you will be counted absent.

Cell phones off:

Turn your cell phone off before you enter class.

Classroom computer use:

In class, computers should be used for class purposes only.

Challenging evaluations:

There is a professional approach for addressing evaluations (or grades) with which you do not agree. First, take some time to consider the evaluation. After you receive the evaluation, think about it for at least 24 hours before doing anything - this cooling off period will help you present your case in a positive manner. Second, formulate a rational argument for why you deserve a better evaluation. And third, first present your argument in writing then request a meeting to discuss your evaluation.

Notice regarding academic misconduct:

It is your responsibility to complete your own work as best you can in the time provided. Cheating, plagiarism and falsification are serious offenses, and it is our responsibility to make sure they do not occur. Anyone found guilty of academic misconduct should expect to fail the entire course. All academic work must meet the standards contained in "A Culture of Honesty." Each student is responsible to inform themselves about those standards before performing any academic work.

(http://www.uga.edu/honesty/ahpd/culture_honesty.htm)

Disability Services:

UGA is committed to providing equal educational opportunities for qualified students with disabilities in accordance with state and federal laws including the American Disabilities Act. Students with disabilities who need reasonable accommodations to fulfill course requirements should contact the instructor during regular office hours or by appointment.

Grading:

Students will be graded as follows:

- Class exercises (2) (due 10/2 & 11/20) – 20%
- Assignment 1: Background (due 8/28) – 5%
- Assignment 2: Project outline (due 9/18) – 10%
- Assignment 3: The first version of final project (due 10/9) – 10%
- Assignment 4: Self-evaluation (due 10/28) – 5%
- Assignment 5: Final website and class presentation (due 12/4, 7) – 30%
- Class participation – 10%
- Weekly technology quizzes – 10%
- Total – 100%

Letter grades will be assigned based on the following criteria:

93%-100%	A
90%-92.9%	A-
87%-89.9%	B+
84%-86.9%	B
80%-83.9%	B-
77%-79.9%	C+
74%-76.9%	C
70%-73.9%	C-
67%-69.9%	D+

64%-66.9%
 60%-63.9%
 59.9% and below

D
 D-
 F

Weekly schedule

Date	Topic
8/17-21	Welcome to Tele 4290, File Management, Account Set-Up
8/24-28	<i>Introduction to Dreamweaver:</i> Tables, Links, and image maps [Assignment 1 due 8/28]
8/31-9/4	Frames, Frameset
9/7	Labor Day
9/9-11	Forms, Validation, Template
9/14-18	Fireworks Rollover buttons, CSS [Assignment 2 due 9/18]
9/21-25	CSS background, Layers
9/28-10/2	Audio/Sound, Blog, & Midterm evaluation [Class exercise so far due 10/2]
10/5-9	Work on Assignment 3 <i>Introduction to Photoshop:</i> image adjustment, editing, and more [Assignment 3 due 10/9]
10/12-16	Transforming, Blending, Merging, Graphic Molding
10/19-23	<i>Introduction to Flash:</i> Exploring the interface, Make things move and stretch
10/26-28	Movie Clip Control [Assignment 4 due 10/28]
10/30	Fall Break
11/2-6	Introduction to Audio Editing and production, Draggable Movie clips
11/9-13	Game Design
11/16-20	Eyecatcher and more Work on Assignment 5 [Class exercise so far due 11/20]
11/23-27	Thanksgiving Break
11/30-12/2	Putting your websites together (In-class project working days)
12/4, 7	Class presentation [Assignment 5 due 12/4, 7]
12/ 8	Wrap-up / Course evaluation