

Advanced Online Media Production

MMC 4341L | Spring 2009 | Section 8743 | 3024 Weimer Hall | Monday 3–6 p.m.

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Online: <http://www.macloo.com/syllabi/advancedonline/>

Course Objectives

It's impossible to fit *everything* a Web designer needs to know into a single semester. So, realistically, this course aims to:

- Put you on solid footing with today's best practices for page design using CSS and XHTML.
- Introduce you to professional standards in accessibility and usable design.
- Provide sufficient instruction and practical work in Adobe Flash so that you can produce good multimedia journalism packages.
- Familiarize you with the types of interactive online projects produced at news organizations today.

You will work hard in this course, and you will be expected to spend *as much as nine hours outside class* working on assignments each week.

Attendance and Attitude

Students are expected to show respect for one another and for the instructor. Attendance and *arriving on time* for class are necessary. There are no excused absences. If you have been absent, you are responsible for finding out about any missed material by going to the instructor's office hours. These matters will not be handled via e-mail.

Students who leave lab early without showing completed work to the instructor cannot expect special consideration outside of class.

You must not use online media and/or mobile phones during class when the instructor is teaching, or when another student is speaking, or when you are supposed to be working on coursework. Such lack of attention constitutes *rudeness* and will result in disciplinary action.

Course Deadlines

Late assignments are not accepted. Assignments are not accepted via e-mail unless requested by the instructor. If an illness or a personal emergency prevents you from completing an assignment on time, advance notice and written documentation are required.

Academic Dishonesty

Academic dishonesty of any kind is not tolerated in this course. It will be reported to Student Judicial Affairs, and it will result in a failing grade for the course.

Students with Disabilities

Reasonable accommodations will be made for any students with disabilities. If you have a disability, the Dean of Students Office will give you official documentation, which you will give to your instructor.

Required Readings

Students are required to read online articles, tutorials and blog posts pertinent to their work in this course. These will be linked on the online syllabus.

In addition, two books are required:

- Cederholm, Dan (2008). *Bulletproof Web Design* (2nd edition), New Riders. (Make sure you have the SECOND edition.)
- McAdams, Mindy (2005). *Flash Journalism: How to Create Multimedia News Packages*, Focal Press.

Weekly quizzes will always be based on the assigned readings for that week.

Course Requirements

Please make sure to check the online syllabus *at least once a week*. If you rely only on a printed copy, you may miss a change in the schedule.

Online syllabus: <http://www.macloo.com/syllabi/advancedonline/>

Each week has **its own page** in the online syllabus, e.g.—
<http://www.macloo.com/syllabi/advancedonline/weeks/week1.htm>

It is essential for you to look at these pages **one week in advance** of each class.

The descriptions of all assignments are linked to this page (Required Work):

<http://www.macloo.com/syllabi/advancedonline/reqwork.htm>

Grading

3 Written Critiques	15 points
5 XHTML/CSS Exercises	10 points
4 Flash Exercises	20 points
Flash Project	15 points
Portfolio	30 points
Quizzes	10 points
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TOTAL	100 points

All assigned work must be handed in, or the student will receive an “I” (incomplete) for the course.

90–100 points	A	70–77 points	C
88–89 points	B+	68–69 points	D+
80–87 points	B	60–67 points	D
78–79 points	C+	59 points or fewer	E

Course Schedule

Please note that many important details are supplied on the course Web site (<http://www.macloo.com/syllabi/advancedonline/>) and do not appear herein.

Week 1 | Jan. 12

Introduction to the course; XHTML DOCTYPE declaration; CSS revisited; graphic design and its role in news presentation.

Read: These eight (8) pages in the online syllabus: Schedule, Required Work, Grading, Books, About This Course, Home, Week 1, Week 2

Week 2 | Jan. 19

Due: Exercise 1

Class does not meet Monday (MLK Jr. holiday), but you have an assignment due, via e-mail, on Tuesday.

Read: Cederholm, Chapter 4

Week 3 | Jan. 26

Due: Exercise 2 (during class)

Typography and design. Photoshop skills review.

Read: Materials linked on the online syllabus (Week 3 page)

Week 4 | Feb. 2

Due: Exercise 3

Color, site design, navigation and CSS.

Read: Cederholm, Chapters 1 and 2

Week 5 | Feb. 9

Due: Exercise 4

Layout and positioning in CSS: the Box Model, relative and absolute positioning.

Read: Cederholm, Chapters 3 and 8

Week 6 | Feb. 16

Due: Exercise 5

Introduction to Flash and Flash journalism.

Read: McAdams, Chapter 1 (pp. 3–21), Lessons 1 and 2 (pp. 45–72)

Week 7 | Feb. 23

Due: Flash 1

Buttons and controlling the Timeline in Flash.

Read: McAdams, Chapter 2 (pp. 23–41), and Lessons 4 and 5

Week 8 | March 2

Due: Flash 2 and Critique 1

Movie clip symbols in Flash.

Read: McAdams, Lesson 6, and Case Study 1

Week 9 | March 9

Spring Break.

Week 10 | March 16

Working with text in Flash.

Read: McAdams, Lesson 9

Week 11 | March 23

Due: Flash 3

Working with photos in Flash.

Read: McAdams, Lesson 7

Week 12 | March 30

Due: Flash 4

Working with sound in Flash.

Read: McAdams, Lesson 8

Week 13 | April 6

Due: Critique 2

Essential scripting logic (ActionScript 2 and 3).

Read: McAdams, Case Study 2, and bios of Braunger (p. 445) and McCombs (p. 452)

Week 14 | April 13

Due: Flash Project (send URL and deliver CD)

Scripting and problem solving: How to get a Flash package to do what you want it to do.

Read: McAdams, Lesson 10

Week 15 | April 20

Due: Critique 3

Positioning Flash movies with CSS; Flash version detection; demystifying the Flash object parameters; creating modular Flash movies.

Read: Appendices A, B and C (McAdams)

Finals Week | April 27

Due: Your online portfolio (send URL and deliver CD)