

## SYLLABUS & COURSE POLICIES

### NEW MEDIA II

State University of New York at Buffalo  
Department of Media Study  
**SPRING 2011**  
**NEW MEDIA II (DMS 538)**

Lecture and Lab: M, W 6:30-8:20 (CFA 244)

Instructor: Al Larsen  
Office hours: Mondays 5:30-6:30, CFA 263 or by appointment  
E-mail: alarsen@buffalo.edu

#### **Course Description:**

Introduction to the design and production of multimedia. Topics will include: animation and interactive applications in Adobe/Macromedia Flash, designing for interactivity, integration of audio and video into multimedia productions, programming with ActionScript and multimedia on the web.

#### **Course Objectives**

At the end of a term you should be able to...

- understand and apply principles of:
  - visual communication
  - motion design
  - interaction design
- use Flash to create animated sequences
- use Flash to create simple interactive applications or games using ActionScript
- use Flash to create visualizations of data
- integrate sound and video into Flash for online distribution

#### **Required Texts**

Available at Talking Leaves Bookstore (Main Street location: 3158 Main Street 837-8554) (near South Campus)

*Flash CS4 The Missing Manual* – Chris Grover (published by Pogue Press/O'Reilly)

There will also be other readings, available either as downloads or handouts in class.

#### **Tools**

Adobe Flash CS4

#### **Required Materials**

Removable USB drive ("jump drive" or "thumb drive") - this will be supplied for you by the department. You will need to back up your work frequently. It is your responsibility to keep your work safe and accessible (for turning in or sharing during class). Do not depend solely on your USB drive as it can fail, be lost or stolen.

### **Lab Fee**

This course carries a \$100 lab fee which will appear on your bill.

### **Disclaimer**

This syllabus is subject to change and revision by the instructor.

### **Office Hours**

Mondays 5:30 – 6:30, CFA 263. You are welcome to drop by or make an appointment to introduce yourself or discuss your work. If my regular office hours will not fit your schedule (for instance if you have a class or work obligation during that time) talk to me or e-mail me and we will work out an alternate time.

### **E-Mail**

Be sure to check your UB email account regularly. When sending me email please always include the following at the beginning of the subject line: DMS-538.

### **Course Website**

The course website is at <http://www.propertyistheft.com/courses/dms538>

### **Course Work**

Unless otherwise specified, assignments and projects must be handed in at the beginning of class the day they are due. On days that projects are due you must be in class that day and ready to present your work to the class. Late work may be docked points and may not be accepted unless you have a reasonable excuse and make arrangements in advance. If you are having trouble turning in work due to circumstances beyond your control let me know.

Throughout the term your work will be presented and discussed in class. You must be prepared to show your work and to participate in critique and discussion of the work turned in by other class members.

### **Academic Integrity**

In general, you may not turn in work for this course which you will also use for credit in another course. If you have a question about this policy, discuss it with me.

### **Offensive Content**

In class we will examine a broad range of creative work. There may be selections which some students will find offensive in content or tone. In such cases, students are permitted to leave the room without penalty, at their own discretion.

### **Evaluation**

**New Media II** is a **production-oriented** course for which accuracy and mastery are essential. In general, grades will be calculated as follows:

- 10 % labs, exercises, reading responses
- 3 project assignments @ 15% = 45%
- 10 % attendance/classroom participation
- 10 % research/writing project and presentation
- 25 % final production project

The classroom performance grade will be awarded based on each individual instructor's criteria. In general, the student can expect an:

A if the student volunteers to participate frequently, is always prepared for class, shows interest and motivation, works well with others in groups, and comes to class regularly.

B if the student is prepared and alert, however, does not volunteer as often to participate, or sometimes shows that s/he has not prepared for the day, and comes to class regularly.

C if the student is prepared for class but needs a "push" to participate and help to answer questions in class, and comes to class regularly.

D if the student fails to prepare adequately for class, does not contribute to the class, does not cooperate with group work, does not show interest, and does not attend class regularly.

### **Grading Scale** (in percentages)

93-100 A	80-82 B-	69-65 D
90-92 A-	77-79 C+	64-0 F
87-89 B+	73-76 C	
83-86 B	70-72 C-	

### **Course Policies**

NOTE: If you begin to experience inordinate difficulties with the course, or have issues regarding the class that you want to discuss, please see the instructor as soon as possible. If notifying the instructor does not seem appropriate, seek assistance from the Academic Advisor for the Department of Media Study. If you wait until the end of the semester, the possibilities of being helped are less promising.

#### **General:**

- e Students who require special accommodations because of a diagnosed disability should bring relevant documentation to the instructor and/or to the Chair, who will oversee arrangements with assistance from the Office of Disabilities.
- e Student athletes must provide an official letter with the dates of their meets and travel days during the first weeks of classes. Make up quizzes and exams that fall during those days must be rescheduled with the instructor at least 3 days before departure. As a rule of thumb, we will administer make-ups and move work deadlines to the day before the student leaves town.
- e Students are expected to turn off and put away cell phones, pagers, iPods, CD players and computers before entering class.
- e Students are not permitted to enter the classroom with any type of food. Please eat before or after class.
- e Students are expected to follow the guidelines for appropriate behavior outlined in the University Catalog. Disruptive behavior will not be tolerated.
- e If you need to depart early, do so quietly after having cleared it with your instructor at the beginning of the class session.
- e The grade of incomplete will be given only to students who have some serious, well-documented medical condition or in cases of family tragedy, etc. and who have satisfied the attendance policy and are missing only one major assignment. No incomplete will be given to substitute for a poor or failing grade or for any other reasons. A written agreement must be drafted and signed by the instructor and the student. The instructor reserves the right to request completion of the incomplete prior to the 12 months set by the University.
- e Final grades are final. Once grades are submitted, they will not be changed. Thus, students should refrain from cajoling instructors (via email, phone, in person, etc.) into changing the final grade, which goes against University policy.

### **Attendance**

Class is not the same without you! Since we will be relying on each other, being present is extremely important. You are expected to be here each day, on time and ready to go. You are expected to have completed any assigned readings and to participate in discussions, critiques and the work at hand. Participation in class will account for part of the course grade.

- e Regular attendance is required for the development of proficiency skills.
- e Attendance means attentiveness, cooperation, and active participation in class.
- e In order to remove an absence mark, students must bring OFFICIAL documentation detailing the extraordinary circumstance which prevented the student from being present in class (based on University Catalog guidelines). This documentation is due no later than one week after the absence.
- e Students are responsible for the material covered and the homework assigned on the day/s they were absent.
- e In case of an ongoing problem, such as a personal crisis or chronic illness, the student should resign from the course and retake it when circumstances allow for fulfillment of the requirements.
- e **Tardiness: arriving after class has started may count as an absence or partial absence.**
- A Leaving the classroom for a considerable period of time will be considered an absence.

**It's a long term and things come up, so you may miss class a total of three times for any reason (weather, alarm clock malfunction, etc), but after that your final grade will be automatically reduced by 3% for each absence.**

### Class work

- A Students are expected to do their own work on all assignments and course work.
- e Academic dishonesty will result in a grade of F and disciplinary actions by the university. Examples of academic dishonesty are: copying the work from the internet or a book, having someone else do the work for you, or copying during an exam or quiz.
- e Be prepared for class each day by having done the assigned readings, etc.
- e Homework will be assigned during each class by the instructor.
- e It is the student's responsibility to bring any questions on the homework to the attention of the instructor.
- e Homework will be turned in to the instructor on the designated date.

Each student will be required to meet with the instructor for a progress report before the end of the resignation period. Students who are failing the course will be encouraged to resign the course before the deadline designated by the university.

### **Course Schedule & Assignments**

**This schedule is tentative.** It is presented here to give you an overview of how the term will progress. As topics or due dates change they will be announced in class.

#### **WEEK 1**

**Wednesday 1/19**

Flash and the web, the Flash interface and basics

#### **WEEK 2**

**Monday 1/24, Wednesday 1/26**

using symbols, basic animation in Flash

#### **WEEK 3**

**Monday 1/31, Wednesday 2/2**

interactivity - animation w/start/stop, ActionScript basics, more w/ symbols

#### **WEEK 4**

**Monday 2/7, Wednesday 2/9**

**PROJECT 1 DUE**

ActionScript - animation w/branching, dragging and masks and changing properties

#### **WEEK 5**

**Monday 2/14, Wednesday 2/16**

concepts: visual communication, motion design, hci  
skills: working w/ text

#### **WEEK 6**

**Monday 2/21, Wednesday 2/23**

concepts: visual communication, motion design, hci

**PROJECT 2 DUE**

#### **WEEK 7**

**Monday 2/28, Wednesday 3/2**

t topics: realtime multimedia, multimedia performance, powerpoint as medium

#### **WEEK 8**

**Monday 3/7, Wednesday 3/9**

**STUDENT PRESENTATIONS ON INDIVIDUALIZED STUDY**

#### **WEEK 9**

**Monday 3/14, Wednesday 3/16**

*Spring Break (no classes)*

**WEEK 10**

**Monday 3/21, Wednesday 3/23**

topic: audio and video

**WEEK 11**

**Monday 3/28, Wednesday 3/30**

**PROJECT 3 DUE**

**WEEK 12**

**Monday 4/4, Wednesday 4/6**

**PROPOSALS for final projects due**

consult on final projects

**WEEK 13**

**Monday 4/11, Wednesday 4/13**

*tbd*

**WEEK 14**

**Monday 4/18, Wednesday 4/20**

work-in-progress presentations

**WEEK 15**

**Monday 4/25, Wednesday 4/27**

*tbd, lab day*

**WEEK 16**

**Monday 5/2**

**FINAL PROJECT REVIEWS / CRITIQUES**

**MANDATORY SYLLABUS STATEMENTS**

**RE: STUDENTS WITH DISABILITIES**

If you have a disability (physical, learning, or psychological) which may make it difficult for you to carry out the course work as outlined, and/or requires accommodations such as recruiting note takers, readers, or extended time on exams and assignments, please contact the Office of Disability Services, 25 Capen Hall, 716-645-2608, <http://www.student-affairs.buffalo.edu/ods/>, and also your instructor during the first two weeks of class. ODS will provide you with information and will review appropriate arrangements for reasonable accommodations.

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**RE: PLAGIARISM**

**Plagiarism is literary theft and a betrayal of trust.** The term is derived from the Latin word for kidnapper and refers to the act of signing one's own name to words, phrases, or ideas which are the literary property of another. Plagiarism comes in many forms, all to be avoided: outright copying, or paraphrase, or a mosaic or disguised use of words and phrases from an

unacknowledged source. To avoid plagiarism, make it your habit to put quotation marks around words and phrases, or to isolate and indent longer passages that you are using from someone else's writing. And be sure to cite the source, in a footnote or endnote or within parentheses in your text. The penalties for plagiarism can be severe: from an F for the particular assignment, to an F for the course, to referral of the case to the Dean of Education for administrative judgment. If you are unsure about how to use and document sources, please consult with your instructor. **PLAGIARISM ALSO INCLUDES THE UNAUTHORIZED USE OF VIDEO / AUDIO / DIGITAL IMAGES OF OTHERS! FOR THIS CLASS, YOU MUST PRODUCE ORIGINAL MATERIAL!**

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**RE: WEAPONS AS PROPS**

**WARNING!!!**

IF you are planning a student production which involves using any prop which could be interpreted to be a weapon [toy gun, BB gun, knife, etc.]

AND you are planning to shoot on the UB campus or any other public place,

you **MUST** obtain WRITTEN permission from the University Police or the equivalent authority before you shoot.

If you do not, you will face serious problems, including possible expulsion from the University.

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**RE: SEXUAL HARASSMENT**

Sexual Harassment of employees and students, as defined below, is contrary to University policy and is a violation of federal and state laws and regulations.

Unwelcome sexual advances, request for sexual favors, and other verbal or physical conduct of a sexual nature constitute sexual harassment when:

1. submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment or academic advancement;
2. submission to or rejection of such conduct by an individual is used as the basis for employment or academic decisions affecting such individual;
3. such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance, or creating an intimidating, hostile, or offensive environment.

No university employee of either gender shall impose a requirement of sexual cooperation as a condition of employment or academic advancement, or in any way contribute to or support unwelcome physical or verbal sexual behavior.

Any member of the university community who requires additional information or who wishes to make a complaint or receive a copy of the University procedures to be followed for complaints arising from matters related to the policies outlined above should contact the Office of Equity, Diversity, and Affirmative Action Administration, 406 Capen Hall, 716-645-2266.

### **Examples of Sexual Harassment**

- ❖ Sexual advances
- ❖ Touching of a sexual nature
- ❖ Displaying or distributing of sexually explicit drawings, pictures, written materials and/or computer (digital) images
- ❖ Sexual gestures or looks
- ❖ Sexual jokes or comments
- ❖ Pressure for sexual favors
- ❖ Touching oneself sexually or talking about one's sexual activity in the presence of others
- ❖ Spreading rumors about or rating other student's sexual activity or performance

### **What to do if you are harassed**

#### **Do:**

- ❖ Trust your instincts.
- ❖ Tell harasser that their behavior is unacceptable.
- ❖ Document the incidents in detail. Keep a journal with dates, times, possible witnesses, and other concise details.
- ❖ Tell someone about the incident and get emotional support.
- ❖ Seek advice or counseling.
- ❖ Inform school if behavior continues or of any threatening, intimidating, or retaliatory behavior.

#### **Don't:**

- ❖ Assume the behavior will go away if you ignore the harasser.
- ❖ Try to deal with the harassment alone – get help.



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Department of Media Study

I have read the **DMS 538 – New Media II** syllabus and I am aware of the program's requirements and policies including the attendance policy. I understand that I should keep the syllabus and course policies for my records.

Date: \_\_\_\_\_

Semester: **SPRING 2011**

Print name: \_\_\_\_\_

Signature: \_\_\_\_\_

Student person number: \_\_\_\_\_