COURSE TITLE:	Fundamentals of Authoring		
COURSE NUMBER:	MM137	Section: A	
MCO PREPARED BY:		Date:	Revised: 07/11
INSTRUCTOR NAME:	Jamal Sullivan	Syllabus Prep. Date: 03/09	
CREDIT HOURS:	3		
COURSE LENGTH:	11 weeks		
CONTACT HOURS:	Lab: 22 Lecture: 22		
COURSE SCHEDULE:	Thursday 6:00PM – 10:00PM Office Hours: refer to jsulli.com		
UNIT OF ACADEMIC MEASUREMENT:	Quarter System		
PREREQUISITES:	GD112 Typography and GD121 Image Manipulation		
CO REQUISITES:	None		
CATALOG COURSE DESCRIPTION:	This course will introduce students to concepts and designs utilized in the development of education, sales, and marketing presentations. Students will create an integrated, interactive multimedia presentation using the basic concepts and principles of multimedia and graphic design.		

	TEXTBOOKS AND MATERIALS	(CHECK ONE)	
		REQUIRED	**OPTIONAL**
TEXTBOOK(S)	The Non-Designer's Web Book (3rd Edition), Peachpit Press, 9780321303377	X	
RESOURCES & SUPPLIES	Flash drive and CD media School library for research purposes. (See "Research Assignments" section below.)	X	

PERFORMANCE OBJECTIVES:	Upon completion of this course, the student should be able to do the following:

- ✓ Understand the relationship of basic design concepts to multimedia design
- ✓ Advance critical thinking and problem solving as regards design issues
- ✓ Grasp design abstractly as well as specifically related to target content
- ✓ Originate engaging, relevant and useful design for specific projects
- ✓ Understand modular design prepared for multiple media presentation
- ✓ Gather skills toward the preparation of graphic assets for multimedia

INSTRUCTIONAL METHODS: RESEARCH ASSIGNMENTS:	Educate through lecture, visual examples, relevant projects, lab work, group activities, visual problem solving and class critique Course relevant topics for research assignments may be proposed by students but must always have the instructor's written approval. The school library can be used to access extensive databases which contain scholarly/peer reviewed articles from professional journals and trade publications. At least three such journals are required and must be cited in support of direct museum research
GRADING:	Student performance may be evaluated based upon the following suggested criteria:

Mid term and final project	40 %
Projects through the semester	30 %
Professionalism and participation	30%

COURSE POLICIES:	See student handbook for school policies. You are expected to be punctual. Lateness to class (and from breaks) may negatively impact your grade. Mobile telephones must be turned off during class.

Professionalism Standard Criteria

Attendance & punctuality
Active participation in discussion
Quality of work
Academic Integrity (No plagiarism) Attention to detail
Classroom etiquette (cell phones/beepers off) Respect for peers and instructor
Ethical decision-making

Projects and Exercises

Project 1: Compress .PSD format into .JPG or .GIF format
Project 2: Four Pages Website (Orange Tea)
Project 3: Four Pages Website (Your Concepts)
Project 4: Twenty Seven Pages Website (Met Museum or Subway Art)
Exam

The specific content of the projects over the course of the semester will be outline by the assignment sheet given prior to each assignment. These assignment sheets will describe in detail the content and breadth of the assignment. This list of assignments is to be used as an estimation of the number and scope of assignments students should expect in class.

WEEKLY Topical CLASS MEETING OUTLINE:

Week 1: Lecture: Introduction to the course, Introduce goals, Design defined and
related to multimedia specific challenges
Lab: Distribution, space and scale
exercises Assigned readings

Week 2: Lecture: Negative space, rhythm and weight
Lab: Negative space, rhythm and weight
exercises Assigned readings and research

Week 3: Lecture: Color; Hue, value, saturation and opacity
Lab: Color; Hue, value, saturation and opacity exercises
Assigned readings

Week 4: Lecture: Typography
Lab: Letterforms as design objects, grid and non-grid exercises
Assigned readings and research

Week 5: Lecture: Text and image
Lab: Text/photography/illustration
exercises Assigned readings and
research

Week 6: Lecture: Multimedia and web design applied
Lab: Online web survey in context/Redesign
exercises Assigned readings and research

Week 7:   Lecture: Traditional and non-traditional MM and web design
             Lab: Grid and non-grid oriented exercises
             Assigned readings and research

Week 8:   Lecture: Reevaluating the grid
             Lab: Online web survey part II/Modular redesign exercises
             Assigned readings and research

Week 9:   Lecture: Experimental interactive design analysis
             Lab: Out of the box/"new media" explored
             Assigned readings and research

Week 10:   Lecture: Re-evaluating design/review
             Lab: Multiple page interface projects begun
             Assigned readings and research

Week 11:   Presentation: Booklet & one CD-R contain all projects from day one