
Course Title: Multimedia Theory

Course Number: MTM371

Course Prerequisites: MTM215

Credit Hours: 3

General Studies Credits: 0

I. Course Description:

A multimedia experience is one in which two or more distinct, complementary media combine to produce structural, functional or semantic properties not present in any individual component. This course will examine how these component parts of various multimedia systems are arranged, layered and composited to create interactive experiences. The course will encourage higher level discussion of new media phenomena such as digitization of books, hypertext, online games and role playing, virtual environments, among others, and how they combine to create multifaceted, immersive experiences.

II. Course Goal

Students will research and design multimedia experiences and will develop information structures across media. They will gain a solid foundation in both the theoretical aspects of media studies and the more practical aspects of designing content for multimedia.

III. Program Objectives (Core, General Education, Degree):

The outcomes of this course are aligned and developed to support the following Program Objectives. Program Objectives may be supported by multiple courses.

1. General Education

Objective 1: Students employ a diverse set of thinking approaches in appropriate situational contexts to produce successful outcomes.

2. Digital Media

Objective 3: Produce multimedia based and multi-modal interactive design projects

IV. Performance Objectives:

Upon successful completion of this course, the student will have demonstrated competency in the following objectives:

1. Explain foundational concepts of media studies.
2. Apply semiotic analyses to everyday objects and media experiences.
3. Explore aesthetic ideas and visual structures through the analysis of multimedia art and design.
4. Identify the historical precedents, philosophies, and artists in XIX and XX century
5. Create a multimedia work inspired by modern technological innovations such as the internet, robotics, virtual reality and genetic engineering, among others.
6. Discuss the mediated nature of modern consumer cultures.
7. Present and critique students' projects

V. Standardized Assessments:

1. Week 1: Research and Discussion – concepts and definition of new media
2. Week 4: Assignment: everyday myths
3. Week 9: Project 2; Week 15: Project 3
4. Week 2 Reading and Assignment
5. Week 9: Project 2; Week 15: Project 3
6. Week 6: Discussion – Living Mythically
7. Week 9: Project 1 presentations; Week 15: final project presentations and critique

VI. Performance Evaluation:

Successful completion of this course requires students to obtain an overall cumulative grade of 60% or higher. Rating of the student's success in completing the stated objectives of this course will be based on the following percentiles:

1. Discussions = 25%
2. Projects = 50%
3. Readings = 25%

VII. Teaching Strategies:

The University of Advancing Technology actively utilizes the Year-Round Balanced Learning (YRBL) model for addressing different learning styles. The YRBL model consists of five delivery methods that include modified lecture, tutorial teaching, group recollection, student teachback and discovery learning. Students will engage in both synchronous learning activities in regular class periods and asynchronous (possibly online) activities. Group activities and team building are strongly encouraged within the synchronous and asynchronous environments.

The University of Advancing Technology holds non-exclusive rights to student projects to publish for promotional purposes only. By attending the school, students give implicit permission for the school to use their work in catalogs, brochures, etc. Students retain original rights to their projects and may market them as they see fit.

VIII. Instructional Materials and References:

The following texts are required this semester.

The Medium is the Message by Marshall McLuhan, Quentin Fiore
Publisher: Gingko Press; New Ed edition (October 2005)
ISBN-10: 1584230703
ISBN-13: 978-1584230700

Empire of Signs by Roland Barthes
Publisher: Hill and Wang, 1982

Multimedia; From Wagner to Virtual Reality edited by Randall Packer and Ken Jordan
Publisher: Norton, 2001

IX. Credit Award Rationale:

Course Credit Award: 3 Credits

Class Hours (In Class, Asynchronous):

- Term: 45 Hours
 - 30 hours synchronous (in class)
 - 15 hours asynchronous
- Week: 3 Hours
 - 2 hours synchronous (in class)
 - 1 hour asynchronous

Outside of Class (Reading, Research, Homework, Assignments, Projects, etc):

- Term: 90 Hours
- Week: 6 Hours

X. Course Outline:

MULTIMEDIA THEORY

Week 1

- Weekly Overview: introduction to the course; discussion and introduction to the multimedia*

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Course Overview	In Class, 1/2 hour	Modified Lecture Discovery Learning	Knowledge, Comprehension			
Lecture: The Birth of new media	In Class, 1 Hour	Modified Lecture Discovery Learning	Knowledge, Comprehension		MTM371-01	
Introductions: instructor and students	Asynchronous 1 hour	Discovery Learning	Knowledge			
Screening of DVD: Char Davis	In Class 1/2hour	Discovery Learning	Knowledge, Comprehension		MTM371-03	
Discussion: Osmose Screening - DVD	Asynchronous 1 hour	Discovery Learning	Comprehension			

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Two online articles	3 hours	NA	Knowledge, Comprehension		MTM371-01	
Research one example of multimedia project	4 hours	NA	Analysis, Knowledge		MTM371-03	
Discussion: What is multimedia					MTM371-01	

Week 2

- Weekly Overview: historical overview*

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
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Discussion on assigned readings	In Class, 1 Hour	Modified Lecture, Discovery Learning	Knowledge, Comprehension Analysis	MTM371-01
PPT Lecture: History with screenings	In Class, 1 Hour	Modified Lecture, Discovery Learning		MTM371-04
Discussion: screening and review of some historical examples	Asynchronous, 1/2 Hour	Discovery Learning	Comprehension, Analysis	MTM371-04

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Textbook: Multimedia: Chapter 1 - Integration	2 hours	NA	Comprehension, Knowledge		MTM371-04	
Assignment: Lev Manovich and his propositions	2 hours	NA	Analysis, Evaluation		MTM371-01	
Work on Project 1: How does media effect you?	2 hours	NA	Comprehension, Analysis		MTM371-01	

Week 3

- **Weekly Overview: hystorical perspective - interactivity**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Presentation: Project 1	1 hr	Discovery Learning	Knowledge, Analysis		MTM371-05	
Lecture: Kruger (VR), Kay(User Interface) and Licklider (man-computer symbiosis)	In Class, 2 Hours	Modified Lecture, Discovery Learning	Knowledge, Comprehension		MTM371-04	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Reading: textbook: Multimedia – Chapter 2	4hrs		Comprehension, Analysis		MTM371-04	

Discussion: the importance of Kruger	2hrs		Analysis		MTM371-04	
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Week 4

- Weekly Overview: Semiotics*

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Lecture: Semiotics	In Class, 2 Hours	Modified Lecture, Discovery Learning	Knowledge, Comprehension		MTM371-02	
Screening	In Class, 1 Hours	Modified Lecture, Discovery Learning	Knowledge, Comprehension		MTM371-02	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Assignment: everyday myths	3 hrs		Synthesis		MTM371-02	
Reading: Barthes	2 hrs		Analysis Evaluation		MTM371-02	
Discussion: importance of semiotics	1 hr		Knowledge, Comprehension Analysis		MTM371-02	

Week 5

- Weekly Overview: Semiotics*

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Students' presentations of the assignment on myths	In Class, 1 Hour	Discovery Learning,	Knowledge, Analysis		MTM371-02	

Discussions of Barthe's readings	In Class, 1 Hour	Teach Back Discovery Learning, Modified Lecture	Knowledge, Comprehension	MTM371-02
Choose one myth to analyze	Asynchronous, 1/2hr	Discovery Learning,	Knowledge, Comprehension	MTM371-02

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Reading: McLuhan and Debord	4hrs		Comprehension, Knowledge		MTM371-06	
Introduction to Project 2	2hrs		Comprehension, Knowledge		MTM371-05	

Week 6

- **Weekly Overview: critique of new media**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Lecture – McLuhan and Debord	In Class, 2 Hours	Modified Lecture, Discovery Learning	Comprehension, Knowledge		MTM371-06	
Discussion	In Class, 1 Hour	Discovery Learning	Knowledge and Analysis		MTM371-06	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Discussion: Living mythically	2hrs		Comprehension, Knowledge		MTM371-06	
Reading: textbook – multimedia – Chapter 3	2 hrs		Comprehension, Knowledge		MTM371-06	
Assignment: Critiquing New Media	2hrs		Comprehension, Analysis		MTM371-06	

Week 7

- **Weekly Overview: *hypertext and non-linear narrative: background***

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Discussion of readings	In Class, 1 Hour	Discovery Learning	Comprehension, Knowledge, Analysis		MTM371-06	
Lecture: hypertext background – historical perspective	In Class, 1 Hour	Teach Back	Analysis		MTM371-04	
Screening	Asynchronous, 1-2 Hour	Teach Back	Synthesis		MTM371-03	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Readings: textbook: Chapter 5 –Burroughs	2hrs		Analysis, Knowledge, Synthesis		MTM371-04	
Assignment: summarize one online reading	2hrs		Analysis		MTM371-01	
Work on Project 2: hypertext	2hrs		Knowledge		MTM371-05	

Week 8

- **Weekly Overview: *hypertext in art and design;***

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Discussion: e-books with examples	In Class, 2 Hours	Discovery Learning	Knowledge		MTM371-01	
Discussion of online	In Class,	Teach Back	Synthesis and		MTM371-06	

environments	1Hour	Evaluation
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Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Discussion: e-books	2hrs		Comprehension, Knowledge,		MTM371-06	
Work on Project 2	4hrs		Comprehension, Knowledge,		MTM371-05	

Week 9

- **Weekly Overview: presentations of project 2**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Presentations of hypertext project	In Class, 2 Hours	Discovery Learning	Comprehension, Knowledge,		MTM371-05	
Critique	In Class, 1 Hour	Discovery Learning,	Comprehension, Knowledge,		MTM371-07	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Reading: textbook: Multimedia – Chapter 4	2hrs		Comprehension, Knowledge,		MTM371-01	
Research one artist that deals with VR	3hrs		Comprehension, Knowledge,		MTM371-03	
Discussion: peer review	1hr		Evaluation		MTM371-07	

Week 10

- **Weekly Overview: immersion and online environments**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Lecture: VR and its main characteristics - Kruger	In Class, 2Hours	Modified Lecture, Discovery Learning	Comprehension, Knowledge		MTM371-04 MTM371-01	
Screening	In Class, 1 Hour	Teach Back	Application, Comprehension, Knowledge		MTM371-03	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Reading: online games – Turkle and chapter 5	2hrs		Comprehension, Knowledge		MTM371-06	
Discussion: VR	2hrs		Comprehension, Knowledge		MTM371-01	
Discussion: online games	2hrs		Comprehension, Knowledge, Evaluation		MTM371-06	

Week 11

- **Weekly Overview: role-playing games**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Discussion of the readings	In Class, 1 Hour	Discovery Learning	Comprehension, Knowledge, Analysis		MTM371-06	
Lecture: online games	In Class, 1 Hour	Discovery Learning, Modified Lecture	Comprehension, Knowledge,		MTM371-06	
Discussion: the implications of a game that you play	Asynchronous, 1-2 Hour(s)	Teach Back	Application		MTM371-06	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Discussion: games	2hrs		Analysis		MTM371-06	
Reading: online article	2hrs		Comprehension, Knowledge,		MTM371-06	
Research the assigned artist (VR)	2hrs		Comprehension, Knowledge,		MTM371-03	

Week 12

- **Weekly Overview: telecommunication and cyberspace**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Lecture: time and space	In Class, 1 Hour	Modified Lecture, Discovery Learning	Comprehension, Knowledge, Application		MTM371-01	
Student Presentations: assigned artist (VR)	In Class, 1 Hour	Discovery Learning	Comprehension, Knowledge		MTM371-03	
Introduction to the Final Project	Asynchronous, 1/2Hour	Teach Back	Application		MTM371-05	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Reading: textbook	2hrs		Comprehension, Knowledge,		MTM371-01	
Discussion	2hrs		Comprehension, Knowledge, Analysis		MTM371-01	
Work on Final Project	2hrs		Synthesis		MTM371-05	

Week 13

- **Weekly Overview: future of new media**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Lecture and discussion about the chapter from the book	In Class, 1 Hour	Modified Lecture, Discovery Learning	Comprehension, Knowledge,		MTM371-01	
Discussion: interactive art	In Class, 1 Hour	Teach Back, Discovery Learning	Analysis, Knowledge		MTM371-02	
Work on final project	Asynchronous, 1-2 Hour	Teach Back	Analysis		MTM371-05	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Assignment: vision for the future	2hrs		Analysis		MTM371-01	
Work on final project	4hrs		Synthesis		MTM371-05	

Week 14

- **Weekly Overview: Lab**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
LAB	In Class, 1 Hour	Modified Lecture, Discovery Learning	Comprehension, Knowledge		MTM371-05	
LAB	In Class, 1 Hour	Discovery Learning, Tutorial	Comprehension, Knowledge,		MTM371-05	

Lab	Asynchronous, 1hr	Discovery Learning	Application Synthesis	MTM371-05
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Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Work on the Final Project	6hrs		Knowledge, Application		MTM371-05	

Week 15

- Weekly Overview: Presentations of the Final Projects and Critique**

Course Class Hours

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Presentations of final projects and critique	In Class, 2 Hours	Discovery Learning	Evaluation		MTM371-07	
Peer Review	Asynchronous, 1-2 Hour	Teach Back	Analysis and Evaluation		MTM371-07	

Course Homework

Activity	Time	YRBL	Bloom's	Thinking Styles	Course Objective	Program Objective
Feedback on the course	3hrs		Evaluation		MTM371-07	
Feedback on the final projects	3hrs		Evaluation			

XI. Date of Last Review of Syllabus:

2/1/15

The nature of course delivery necessitates some flex in the outline of the course due to holidays, project work, etc. Courses can potentially vary from the stated outline but will cover all of the material listed in the outline of the course.