



New York City College of Technology
The City University of New York
Department of Communication Design

COMD 3662 — Rich Media Web

Course Description

Rich media — images, animation, audio, and video — gives users alternative ways of presenting content on the internet. As mobile devices demand more immediate information presentation, and social media facilitates direct communication between individuals, rich media is an effective way to break through textual content.

2 cl hrs, 2 lab hrs 3 cr

Prerequisites

COMD 2451

Course Objectives

INSTRUCTIONAL OBJECTIVES	ASSESSMENT
For the successful completion of this course, students should be able to:	Evaluation methods and criteria
Understand the terminology, concepts, and underlying design and technology associated with Rich Media	Students will demonstrate competency with presentations of projects/ assignments, design proposals, and tests.
Create technically successful rich media design elements and concepts.	Students will demonstrate competency by creating rich media products such as images, animations, podcasts and videos and launch them live on the Internet.
Create rich media image and animation content, and understand the process for creating and developing the content to effectively engage users.	Students will demonstrate competency by developing the content for rich media products in a visual and animated format

Create engaging audio content, produce a podcast, and launch it on the Internet	Students will display competency through the development and launch of a podcast.
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Create an engaging video that utilizes audio and video content, produce a short video, and launch it on the Internet	Students will display competency through the development, production, and launch of a short online video.
Create an advertising campaign strategy that uses rich media technologies and content to develop brand awareness, engage in a product or service	Students will display competency through the creation of the design, presentation, and strategy for an advertising campaign that uses rich media technologies
General Education Outcome covered:	How the outcome is assessed:
Inquiry & Analysis Solve problems by designing, evaluating and implementing a strategy to answer an open ended question.	Evaluate through class discussion and written tests if students become aware of resources they can use as references throughout their careers.
Quantitative Literacy The student will demonstrate an understanding of quantitative methods needed to interpret data.	Assess through written tests or class discussion whether students have developed the necessary skills to interpret data.
Teamwork Demonstrate the capacity to collaborate on teams of diverse composition	Evaluate the collaboration and integration of the team with a rubric for creative and critical team performance and project outcomes.

Teaching/Learning Method

- Lectures and readings
- Demonstration
- Project based labs
- Research assignments
- Blackboard

Required Text

None

Suggested Text:

Content Rules, Authors: Ann Handley, C.C. Chapman. Publisher: John Wiley & Sons, Inc. 2012. ISBN: 9781118232606

Rich Media, Poor Democracy: Communication Politics in Dubious Times, Author: Robert W. McChesney. Publisher: UI Press. 2015 ISBN: 978-1-56584-975-4

Out of Order: Storytelling Techniques for Video and Cinema Editors By Ross Hockrow, Publisher: Peachpit Press. 2014. ISBN: 0321951603.

Attendance (College) and Lateness (Department) Policies:

The COMD BFA and AAS degrees are design studio programs. In-class laboratory activities and engagement with other students is a significant portion of the courses. Absences more than 10% of the total class hours may result in a 10% drop from your grade due to an inability to meet the deliverables of participation. This may be in addition to other penalties that will be imposed for failure to complete in-class academic requirements. Missing more than 25% of total class meetings will not be permitted. Any two 'lates' (15 minutes or more) will be equal to 1 absence.

Academic Integrity Standards

Students and all others who work with information, ideas, texts, images, music, inventions and other intellectual property owe their audience and sources accuracy and honesty in using, crediting and citation of sources. As a community of intellectual and professional workers, the college recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and is punishable by penalties, including failing grades, suspension and expulsion. More information about the College's policy on Academic Integrity may be found in the College Catalog.

Grading

90% = Course projects/assignments

Final Project 40%

Homework Assignments 30%

Quiz 20%

10% = Class preparation/participation/attendance

CP/P/A 10%

Topics

WEEK K	Lecture Topic	Laboratory Exercise	Homework Assignment
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1	● Syllabus Review ● Overview of Rich Media ● Show examples, and sites that showcase rich media content including podcasts, animated gifs, online videos, interactive ads	● Review course syllabus for requirements, assignments. ● Research forms of Rich Media on the Internet ● Find examples of engaging forms of rich media	● Research rich media ● Find top 5 of interest
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2	● Image formats: jpeg, gif, png. ● Appropriate uses of each ● What are the capabilities of each for file size, image quality, transparency	● Using html and css, differentiate between image use in css, design and layout, and images in content.	● Exercises with drawing tools
3	● Animated gifs	● Exercises with drawing tools, imported images	● Exercises with drawing tools, imported images, animated gif
4	● CSS3 animations and transitions	● Exercises with symbols and animations	● Exercises with symbols and animations
5	● Html5/Canvas	● Exercises in html5 /Canvas	● Exercised and assignment using html5/canvas
6	● Podcasts ● Terminology and technology ● Concept, workflow, script, recording	● Overview of podcasts ● Research and conceptualization ● Information collection, writing, rehearsing	● Exercises and assignment using audio editing software (multi week project)

7	● Podcasts ● Script editing ● Recording editing ● Producing and launching	● Rehearsing ● Script editing ● Recording ● Production	● Continue exercises and assignments using audio editing software (multi-week project)
8	● Motion Graphics/ video compilation ● Using software like AfterEffects for the web ● Create animated text ● Introduction, examples, inspiration ● Concept development, purpose, ● Workflow ● Storyboarding	● Research and conceive of minor 3-week project ● Develop an engaging online motion/video short ● Begin design process to create a 10-second intro ● Gather inspiration	● Watch demo videos ● Work on minor project ● Exercises and assignment using motion graphics/ video compiling software (multi-week project)

		● Begin sketches ● Storyboard 3 scenes	
9	● Motion Graphics/ video compilation ● Present applications and strategies of motion content for the web ● Using layers, etc. ● Demos of editing tools in motion graphics software	● Execute exercise on creating layers, masks, and other tools. ● Integrate new techniques into minor project ● Continue development of minor project	● Watch demo videos ● Work on minor project ● Exercises and assignment using motion graphics/ video compiling software (multi-week project)

10	● Motion Graphics/ video compilation ● Refine project and critique progress, approach and strategy for video/motion web project.	● Wrap up 3 week, 10 second motion graphics project ● Embed it into a web page ● Begin research and conceive of minor 5-week project ● Begin design process to create a 30-second motion graphics + video to be launched on the Internet	● Watch demo videos ● Work on minor project ● Exercises and assignment using motion graphics/ video compiling software (multi-week project) ● Gather inspiration ● Begin sketches ● Storyboard 3 –5 scenes
11	● Video Editing ● Using software like Premiere ● Masking effects, etc. ● Using tools to integrate artwork from multiple sources	● Exercises in class; ● Consider integrating techniques in 5 week project.	● Watch demo videos ● Work on minor project ● Work on multi-week video editing project
12	● Video editing ● Video concepts ● software overview ● Shooting video ● Video formats	● Studio/ lab/ exercises	● Watch demo videos ● Work on minor project ● Work on multi-week video editing project
13	● Video editing	● Studio/ lab/	● Watch demo videos

	demonstration	exercises	● Work on minor project ● Work on multi-week video editing project
14	● Quiz ● Video	● Quiz ●	● Wrap up final project ● Prepare for presentation

15	● Final presentations.	● Final presentations and critique	
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Bibliography

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