

# **RYERSON UNIVERSITY**

## **Ted Rogers School of Information Technology Management And G. Raymond Chang School of Continuing Education**

### **COURSE OF STUDY 2017-2018**

#### **(C)ITM 445 – Multimedia in Business**

##### **1.0 PREREQUISITE**

The prerequisite for this course are ITM 200 or Direct Entry. Students who do not have the prerequisite will be dropped from the course.

##### **2.0 INSTRUCTOR INFORMATION**

- Name:
- Office Phone Number:
- E-mail address:
- Faculty/course web site(s): <https://my.ryerson.ca>
- Office Location & Consultation hours:
  - Your instructor is available for personal consultation during scheduled consultation hours which are posted on their office door or on the course shell in D2L Brightspace. However, you are advised to make an appointment by e-mail or by telephone before coming to ensure that the professor is not unavoidably absent.
- E-mail Usage & Limits:

Students are expected to monitor and retrieve messages and information issued to them by the University via Ryerson online systems on a frequent and consistent basis. ***Ryerson requires that any official or formal electronic communications from students be sent from their official Ryerson E-mail account.*** As such emails from other addresses may not be responded to.

##### **3.0 CALENDAR COURSE DESCRIPTION**

Multimedia is an important industry in Canada as well as a sophisticated business tool. ITM 445 introduces students to the application, production, and implementation of multimedia in business. Topics include fundamentals of multimedia production such as graphics, audio and text, multimedia applications in business, and issues in the management of multimedia such as usability, design and distribution. Emphasis is on hands-on experience with multimedia applications. A multimedia development project is required.

## 4.0 COURSE OVERVIEW

The purpose of this course in multimedia is to provide students with an introduction the application, production, implementation and management of multimedia in business. We will be using Adobe Creative Cloud, Audacity, and other multimedia applications to create multimedia content. We will also be using gamified course content where there will be opportunities for challenges, collaboration, self-expression, competition, exploration, rewards, experience points and maker badges.

## 5.0 COURSE OBJECTIVES

- Knowledge on the various applications of multimedia in business. This may involve physical media and Web technologies.
- Experience with the fundamentals of multimedia production and software applications.
- The opportunity to create, and produce a multimedia project. This will involve learning and using computer production and authoring tools at a basic level.
- A forum to demonstrate their work.
- Understanding where multimedia fits in business and considerations for managing it.

## 6.0 EVALUATION

You gain experience points and stock options by: crafting, defeating bosses, completing challenges, issuing challenges, answering questions, and giving answers. A bonus package has been organized so that students can take on additional challenges. However, those additional challenges require the use of stock options to pay for extra equipment or personnel. Experience points and stock options are distributed as follows:

The grade for this course is composed of the mark received for each of the following components:

<b>Type</b>	<b>Experience Points</b>	<b>Possible stock options</b>
Craft project proposal and background research	195	7
Team reading presentation + interaction	150 each person per Team, 10 bonus pts for each new reading introduced up to 20 bonus pts. 10 XP for responding to challenge from Team	5
Crafting 1: Illustrator	100	4
Crafting 2: Fireworks	100	4
Crafting 3: Audacity	100	4
Crafting 4: Premiere	120	6
Crafting 5: Homepage mockup + peer evaluation	75	3
Defeat level bosses in pop challenges)	25	1 per week (answers must be correct)

Crafting 6: Work-in-progress presentation and report	100 for presentation, 50 for report	7
Peer review 1	25	2
Crafting 7: Final project presentation and report	450	
Peer review 2	25	
Crafting 8: Final exam question	10	
Defeat final boss: final exam	495	
Extra credit for early submission of any craft	10 pts 2 days before deadline; 5 pts, 1 day before deadline	

Experience points are equivalent to grades as follows:

<b>Experience points</b>	<b>Letter grade</b>
2100+	A+
2010	A
1940	A-
1870	B+
1800	B
1720	B-
1650	C+
1580	C
1510	C-
1440	D+
1370	D
1300	D-
0	F

**In addition, in order to pass this course, students must pass Craft 7 (final project) and defeat the final boss (pass the final examination).**

### **Citation Format for Essays and Term Papers**

All essay assignments, term paper and other written works must adhere with APA citation format. Technical errors (spelling, punctuation, proofing, grammar, format, and citations) and/or inappropriate levels of language or composition will result in marks being deducted. You are encouraged to obtain assistance from the Writing Centre ([www.ryerson.ca/writingcentre](http://www.ryerson.ca/writingcentre)) for help with your written communications as needed.

You can find APA guidelines and academic referencing from the following online resources:

a) Ryerson Writing Support Web site:

<http://www.ryerson.ca/content/dam/studentlearningsupport/resources/citation-conventions/APA%20Basic%20Style%20Guide.pdf>

b) Ryerson Library for APA style guide: [www.ryerson.ca/library/subjects/style/apa.html](http://www.ryerson.ca/library/subjects/style/apa.html)

## 7.0 POSTING OF GRADES

- ❖ All grades, on assignments or tests must be posted or made available to students through the return of their work. Grades on final exams must be posted. However, as there may be other consideration in the determination of final grades, students will receive their official final grade in the course only from the Registrar. Final official course grades may not be posted or disclosed anywhere by an instructor.
- ❖ Posting of grades on the Course Management System (D2L Brightspace) is preferred. If grades are posted in hard copy they must be posted numerically sorted by student identification number after at least the **first four digits** have been removed. Instructors must inform students in all course management documentation of the method to be used in the posting of grades. Students who wish not to have their grades posted must inform the instructor in writing.
- ❖ Some graded work will be returned to students prior to the last date to drop a course without academic penalty.

## 8.0 TOPICS – SEQUENCE & SCHEDULE

Session	Topic	Readings	Craft	Submissions
1 (01/15)	Intro Project management, file structure Gamification	Readings 1 & 2  Project proposal outline	FTP procedures STW accounts	
2 (01/22)	Graphics + compression Team presentations	Reading 3 Reading 4	Adobe Illustrator	
3 (01/29)	Marketing applications Team presentation Challenge opportunities	Reading 5 & 6	Adobe Photoshop	Craft 1: Illustrator assignment due
4 (02/05)	Sound + compression Team presentation Challenge opportunities	Reading 7	Audacity	Craft 2: Photoshop assignment due Project proposal
5 (02/12)	Video + compression Team presentations Challenge opportunities	Readings 8, 9, 10	Adobe Premiere	Craft 3: Audacity assignment due
Study week no classes (02/17-02/23)				
6 (02/26)	Education + training applications Team presentations Challenge opportunities	Reading 11 & 12	Adobe Premiere	Craft 4: Home page mockup

7 (03/05)	Text Team presentation Challenge opportunities	Reading 13 & 14	Paper mockup	Craft 5: Premiere assignment due
8 (03/12)	Interface design Team presentation Challenge opportunities	Reading 15 & 16	Accessibility	
9 (03/19)	Work in progress demonstrations		Peer evaluations	Peer evaluations Craft 6: Progress report
10 (03/26)	Games/Entertainment/Edutainment Applications Team presentation Challenge opportunities	Reading 17 & 18	Dreamweaver	
11 (04/02)	Distributed computing, streaming, mobile computing Team presentations Challenge opportunities	Reading 19 & 20 Reading 21		
12 (04/09)	Presentations		Project presentations	Craft 7: Final project submission Craft 8: 1 exam question idea per person + answer submitted with project
13 (04/16)	Final Exam			

## 9.0 TEACHING METHODS

This course has been gamified and will use a combination of lecture, hands-on exercises and laboratories maker assignments, and challenges. Students will be grouped into project guilds and be responsible for specific tasks within the guild. There will solo and guild activities in the class in order to gain experience points. Maker to assist students in learning the course materials including the software required to complete the major project. Laboratory exercises will be submitted during each class and an assignment for that laboratory will also be assigned for the following week. A major project with four separate deliverables will be also be used for students to demonstrate competency in the course concepts.

## 10.0 TEXTS & OTHER READING MATERIALS

1. The WebProject. (2000). A Rough Guide to Multimedia.  
<http://www.webproject.org/pdf/rguide42.pdf>.

2. Codoen, S., (2008). The role of the multimedia project manager in a changing online world. *Professional Communication Conference*. Montreal. pp. 1-5.  
<http://ieeexplore.ieee.org/stamp/stamp.jsp?tp=&arnumber=4610197>.
3. <http://burnleyandpendlenews.blogspot.ca/2011/01/introduction-to-digital-graphics.html>
4. Media College.com (2012) Graphics for the Internet.  
<http://www.mediacollege.com/graphics/01/>
5. Folino, L. & Rafter, M.V. (2010). How to use multimedia for business marketing. Inc.  
<http://www.inc.com/guides/multimedia-for-business-marketing.html>.
6. Spurgeon, C. (2007). *Advertising and New Media*. Routledge. Chapter 2. Retrieved 26 November 2013, from <http://www.myilibrary.com?ID=106438>.
7. Hass, J. (2013). Introduction to computer music: volume 1. Chapter 1: An Acoustics Primer, sections 1 – 15 and Chapter 5, sections 1-8.  
[http://www.indiana.edu/~emusic/etext/acoustics/chapter1\\_sound.shtml](http://www.indiana.edu/~emusic/etext/acoustics/chapter1_sound.shtml).
8. <http://burnleyandpendlenews.blogspot.ca/2011/01/videos-in-interactive-media.html>
9. Sauer, J. (2006). Digital video compression basics.  
[http://svconline.com/avcontrol/features/avinstall\\_digital\\_video\\_compression/](http://svconline.com/avcontrol/features/avinstall_digital_video_compression/).
10. Stanford Academic Computing. (2013). Video production basics.  
<http://zimmer.csufresno.edu/~candace/videobasics.htm>
11. Dikshit, J. Garg, S., Panda, S. (2013). Pedagogic effectiveness of print, interactive multimedia, and online resources. *International Journal of Instruction*. 6(2). 193-210.  
<http://files.eric.ed.gov/fulltext/ED544083.pdf>.
12. Martin, S., Diaz, G., Sancristobal, E., Gil, R., Castro, M., & Peire, J. (2011). New technology trends in education: Seven years of forecasts and convergence. *Computers & Education*, 57(3), 1893-1906.
13. Lunch, P.J. & Horton, S. (2011). *Web Style Guide*. Chapter 8 Typography.  
<http://webstyleguide.com/wsg3/8-typography/index.html>.
14. Carter, M. (2014). My life in typefaces – Ted Talk. Retrieved Jan. 7, 2015  
[https://www.ted.com/talks/matthew\\_carter\\_my\\_life\\_in\\_typefaces#t-50720](https://www.ted.com/talks/matthew_carter_my_life_in_typefaces#t-50720).
15. Kirsh, D. (n.d.). Interactivity and multimedia interfaces.  
<http://adrenaline.ucsd.edu/kirsh/Articles/Interactivity/brock-single.html>.
16. Lunch, P.J. & Horton, S. (2011). *Web Style Guide*. Chapter 4 Interface design  
<http://webstyleguide.com/wsg3/4-interface-design/index.html>.

17. Inakage, M., Arakawa, T., Iguchi, K., Katsumoto, Y., Katsura, M. et al. (2010). Designing for entertaining everyday experiences. *Art and Technology of Entertainment Computing and Communication*, [http://link.springer.com/chapter/10.1007/978-1-84996-137-0\\_10#page-11](http://link.springer.com/chapter/10.1007/978-1-84996-137-0_10#page-11) (must be at university to access this document).
18. Zichemann, G. How games make kids smarter. Ted Talk. [http://www.ted.com/talks/gabe\\_zichemann\\_how\\_games\\_make\\_kids\\_smarter](http://www.ted.com/talks/gabe_zichemann_how_games_make_kids_smarter).
19. Veeravalli, B. (2008). Distributed multimedia systems. In Furht, B (ed). *Encyclopedia of multimedia*. Springer. 189-194. [http://link.springer.com/referenceworkentry/10.1007%2F978-0-387-78414-4\\_307](http://link.springer.com/referenceworkentry/10.1007%2F978-0-387-78414-4_307).
20. Ferrate, A.; Surya, A., Lee, D., Ohye, M. Carff, P., Shen, S., & Hines, S. (2011). *Building Web Apps for Google TV*. E-book, Ryerson Library. <http://www.oreillynet.com/pub/au/4763>
21. Berg, M. (2010). *Mobiles for health*. PopTech Talk: [http://poptech.org/popcasts/matthew\\_berg\\_mobiles\\_for\\_health](http://poptech.org/popcasts/matthew_berg_mobiles_for_health)

### *Materials for laboratory*

#### **1. Adobe Tutorials:**

- a. **Learn Illustrator.** <https://helpx.adobe.com/ca/illustrator/tutorials.html>;
- b. **Learn Photoshop.** <https://helpx.adobe.com/photoshop/tutorials.html>;
- c. **Learn Premiere.** <https://helpx.adobe.com/ca/premiere-pro/tutorials.html>;
- d. **Learn Dreamweaver.** <https://helpx.adobe.com/dreamweaver/tutorials.html>.

2. Audacity Tutorials: Basics, Editing for Beginners, Common Editing Tasks, Effects for Beginners. <http://audacity.sourceforge.net/manual-1.2/tutorials.html>

## **11.0 VARIATIONS WITHIN A COURSE**

All sections of a course (Day and CE sections) will follow the same course outline and will use the same course delivery methods, methods of evaluation, and grading schemes. Any deviations will be posted on D2L Brightspace once approved by the course coordinator.

## **12.0 OTHER COURSE, DEPARTMENTAL, AND UNIVERSITY POLICIES**

- For more information regarding course management and departmental policies, please consult the ‘**Appendix of the Course of Study**’ which is posted on the Ted Rogers School of Information Technology Management website, <http://www.ryerson.ca/content/dam/itm/documents/cos/Appendix.pdf>. This appendix covers the following topics:
  - 12..1 Attendance & Class Participation
  - 12..2 Email Usage
  - 12..3 Request for Academic Consideration
    - 12..3.1 Ryerson Medical Certificate
    - 12..3.2 Academic Accommodation for Students with Disabilities
    - 12..3.3 Religious, Aboriginal or Spiritual Observance
    - 12..3.4 Re-grading and Recalculation
  - 12..4 Examinations & Tests

- 12..4.1** Period of Prohibition from Testing
- 12..4.2** Make-Up of Mid-Term Tests, Assignments and Other Assessments  
During the Semester
- 12..4.3** Make –Up of Final Exams
- 12..4.4** Missing a Make-Up
- 12..5** Late Assignments
- 12..6** Standard of Written Work
- 12..7** Academic Grading Policy
- 12..8** Academic Integrity
  - 12..8.1** Turnitin.com
- 12..9** Student Rights