



蘇州大學
Soochow University

COM 239 Introductory Multimedia I

Summer 2023

Course Credits: 4

Contact Hours: 55 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course introduces students to the principles and techniques of multimedia design and development. Students will learn how to create multimedia projects that integrate various media elements such as text, graphics, audio, video, and animation. The course will cover the technical and creative aspects of multimedia development, including multimedia authoring tools, graphic design principles, and project management.

Upon Completion of this Course, students will be able to:

1. Understand the principles and techniques of multimedia design and development
2. Apply graphic design principles and elements to create visually appealing multimedia projects
3. Record, edit, and integrate audio and video elements into multimedia projects.
4. Create animation for multimedia projects using 2D and 3D animation techniques
5. Develop interactive multimedia projects using HTML5 and multimedia integration
6. Use multimedia authoring tools to create multimedia projects

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the



maximum, as follows:

ITEM	POINTS
Quizzes	20 Points
Midterm 1	20 Points
Midterm 2	20 Points
Multimedia Project	40 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Multimedia: *Making It Work*, Ninth Edition by Tay Vaughan.

Recommended (Optional) Texts or Other Materials:

None

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Multimedia Design and Development Topic 2: multimedia technologies and their applications Topic 3: Graphic Design Principles Topic 4: graphic design concepts Assessments: Quiz#1
Module 2	Topics: Topic 5: Typography and color theory Topic 6: Layout and composition Topic 7: Multimedia Authoring Tools Topic 8: multimedia authoring tools(e.g. Adobe Creative Suite) Assessments:



	Quiz#2
Module 3	Topics: Topic 9: multimedia file formats and compression techniques Topic 10: Basic programming concepts Topic 11: Audio Integration Topic 12: Adding audio elements to multimedia projects Assessments: Midterm#1
Module 4	Topics: Topic 13: audio file formats and compression techniques Topic 14: Creating and integrating dynamic audio content Topic 15: Animation Techniques Topic 16: Creating and integrating animation Assessments: Midterm#2
Module 5	Topics: Topic 17: Video Integration Topic 18: Adding video to multimedia projects Topic 19: video file formats and compression techniques Topic 20: Incorporating video into multimedia projects Assessments: Multimedia Project

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings



and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at



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Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.