Course Information

Date Submitted: 1/31/2017

Current Prefix and Number: MAS - Media Arts and Studies, MAS 422 MULTIMEDIA II

Other Course:

Proposed Prefix and Number: MAS 422

What type of change is being proposed?

　　　Major Change

Should this course be a UK Core Course?   No

1. General Information

a. Submitted by the College of: COMMUNICATION AND INFORMATION

b. Department/Division: School Of Journalism &Telecommunication

c. Is there a change in 'ownership' of the course?   No

　　If YES, what college/department will offer the course instead: Select...

e. Contact Person

　　　　Name: Thomas R. Lindlof

　　　　Email: lindlof@uky.edu

　　　　Phone: 257-4242

　　　Responsible Faculty ID (if different from Contact)

　　　　Name:

　　　　Email:

　　　　Phone:

f. Requested Effective Date

　　Semester Following Approval: No OR Effective Semester: Fall 2016

2. Designation and Description of Proposed Course

a. Current Distance Learning (DL) Status: N/A

b. Full Title: MULTIMEDIA II

　　Proposed Title: MULTIMEDIA II

c. Current Transcript Title: MULTIMEDIA II

　　Proposed Transcript Title:

d. Current Cross-listing: none

   Proposed – ADD Cross-listing :

   Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

     LECTURE: 3

   Proposed Meeting Patterns

     LECTURE: 2

     LABORATORY: 2

f. Current Grading System: ABC Letter Grade Scale

   Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

   Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit?   No

   Proposed to be repeatable for additional credit?   No

   If Yes: Maximum number of credit hours:

   If Yes: Will this course allow multiple registrations during the same semester?   No

2i. Current Course Description for Bulletin: This is an advanced course in computer-based interactive multimedia design and development. It aims to expand your knowledge of, and extend your ability to author, Web applications integrating sound, graphic, video, text, animation, and interactive components for education, entertainment, and business purposes. Prereq: MAS 322 or TEL 322 or consent of instructor.

   Proposed Course Description for Bulletin: This is an advanced course in computer-based interactive multimedia design and development. It aims to expand your knowledge of, and extend your ability to author, Web applications integrating sound, graphic, video, text, animation, and interactive components for education, entertainment, and business purposes. Lecture, two hours; laboratory, two hours per week. Prereq: MAS 322 or consent of instructor.

2j. Current Prerequisites, if any: Prereq: MAS 322 or consent of instructor.

   Proposed Prerequisites, if any: Prereq: MAS 322 or consent of instructor.

2k. Current Supplementary Teaching Component:

   Proposed Supplementary Teaching Component: No Change

3. Currently, is this course taught off campus?   No

   Proposed to be taught off campus?   No

   If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed?   No

   If YES, explain and offer brief rational:

5a. Are there other depts. and/or pgms that could be affected by the proposed change?   No

   If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program?   No

   If YES, list the program(s) here:

6. Check box if changed to 400G or 500:   No

Distance Learning Form

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1.How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2.How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3.How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4.Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5.How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6.How do course requirements ensure that students make appropriate use of learning resources?

7.Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8.How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (http://www.uky.edu/UKIT/)?

9.Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?   NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

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10.Does the syllabus contain all the required components?   NO

11.I, the instructor of record, have read and understood all of the university-level statements regarding DL.

　　　Instructor Name:

MAS 422-001: Multimedia II (3 Credits)   Course Syllabus
Fall 2016

Meeting Time & Venue: Tue & Thu 11:00 am – 12:15 pm, Grehan Building -Rm. 47
Instructor: Zixue Tai, Ph.D. & Associate Professor
Office: Grehan 212
E-mail: ztai2@uky.edu   **Voice**: (859) 257-1676
Office Hours: Tue 1:00 pm – 3:00 pm; Wednesday 10:00 am – 1 pm;
                    & by appointment

COURSE DESCRIPTION

This is an advanced course in interactive multimedia system design and development. It aims to expand your knowledge of, and extend your ability to author, a variety of Web-based and online applications integrating sound, graphic, video, text, animation, and interactive components for education, entertainment, and business purposes.

Through its coverage of the theoretical and practical aspects of multimedia design and authoring, this course will lay the ground work necessary to put you at the frontlines of the exciting field of interactive multimedia authoring, and it will provide you with the opportunity to work with some of the most popular techniques in producing sophisticated interactive multimedia applications. As part of the requirements of this course, you will have the chance to complete your own projects through hands-on training and lab sessions by using some of the popular software authoring and scripting tools in the industry. The primary tool we use is Adobe CC, with a particular emphasis on ActionScript 3.0 programming.

Course prerequisite
MAS 322 or instructor consent. Programming experience with any Object-Oriented programming language is desirable, but not required.

OBJECTIVES

Upon successful completion of this course, you should be able to:
- Demonstrate basic understanding of key concepts and techniques of object-oriented programming in multimedia application development;
- Identity and find innovative solutions to complex problems in programming sophisticated interactive multimedia productions;
- Develop advanced expertise in using ActionScript 3.0 to accomplish complex tasks;
- Understand the key processes of researching, designing and developing multimedia components and applications;
- Utilize a variety of appropriate multimedia authoring tools and platforms in an integrated environment;
- Critically evaluate (and suggest practical improvements over) commercial interactive game (Flash) applications from the perspectives of a user as well as a developer.

REQUIRED COURSE MATERIAL AND SUPPLIES

Text (Highly recommended, especially for those without previous programming experience)
Rich Shupe with Zevan Roser (2011). *Learning ActionScript 3.0.* 2nd Edition. Sebastopol, CA: O'Reilly. (ISBN-13: 978-1-449-39017-4).

If you have had extensive programming experience with any of the popular object-oriented programming languages (e.g., Java, JavaScript, C++), then the above textbook may be optional. As the semester goes by, you should become familiar with the Flash CS 5 library and help features as well as the Adobe online Support Center, and should be comfortable with referencing the documentation packages to search for information in relation to specific issues/questions.

Additional Online Resources
These are numerous sources available on the Internet. Among them,

o   The Official Adobe Flash site
    http://www.adobe.com/products/flash/

o   The Web site accompanying one of the textbooks
    http://flashgameu.com/

o   A popular game developer forum
    http://www.gamedev.net/

o   A developer site specializing in Flash game development
    http://www.flashmove.com/board/index.php

And many, many user support groups and forums on different aspects of interactive game design and development, with some specializing in Flash techniques. If you a regular member of some of these sites, you will be truly amazed at how much you can find out from others there. So get into the habit of surfing these forums on a regularly basis.

Software
Primary software program to be used for this course will be Adobe Flash CC Professional. Other programs may be introduced as appropriate as the course progresses. You are expected to become advanced users of Flash at the end of this course. Although previous programming experience is preferred, it is not required.

Adobe Flash CC is available in most of the computer labs on campus. You can download and install Adobe CC for free on your personal computers based on the UK license agreement with Adobe.

All projects will be submitted to the course Canvas site; make sure you comply with the deadlines for project submissions.

METHODS OF INSTRUCTION

The course involves regularly scheduled class meetings, course readings, programming exercises, projects, and occasional lectures and discussions on some of the theoretical issues of interactive multimedia design. The bulk of the experience will be hands-on demonstrations of programming exercises in class. So it is important that you come to class prepared.

Your involvement in all classroom activities, and the completion of required course exercises and projects are essential for the completion of this course. The multimedia labs at various locations on campus will be available for you to complete exercises and projects. Make sure you check the lab schedules, and schedule your lab activities accordingly and wisely. I will be available for consultation with problems or questions during office hours or by appointment. Be warned that most portions of the required exercises and projects will have to be completed outside of scheduled class hours.

COURSE POLICY

Attendance

Your participation in the class ultimately defines the success or failure of the course. Class attendance is mandatory. Anticipated absences should be pre-arranged with the instructor as soon as possible in the semester (at least one week ahead of the date of absence); emergencies have to be documented and acceptable form of documentation should be provided as soon as possible thereafter (no more than one week after the absence). See the following guidelines on excused absences and their verifications.

Excused Absences

Students need to notify the professor of absences prior to class when possible. *Senate Rules 5.2.4.2* defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Two weeks prior to the absence is reasonable, but should not be given any later. Information regarding major religious holidays may be obtained through the Ombud (859-257-3737, http://www.uky.edu/Ombud/ForStudents_ExcusedAbsences.php.

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused) per University policy.

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Verification of Absences
Students may be asked to verify their absences in order for them to be considered excused. *Senate Rule 5.2.4.2* states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness, or death in the family. Appropriate notification of absences due to University-related trips is required prior to the absence when feasible and in no case more than one week after the absence.

Academic Integrity
Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: http://www.uky.edu/Ombud. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Senate Rules 6.3.1 (see http://www.uky.edu/Faculty/Senate/ for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note that, in special relevance to this class, project code may also be subject to plagiarism; code produced by others, if even if it is freely circulated online, cannot be simply copied and pasted as your own without proper acknowledgement. Contact the instructor in cases of question and uncertainly as to the nature of code (re)use.

Accommodations due to disability
If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at drc@uky.edu. Their web address is http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/.

Diversity
Promoting diversity is integral to the core mission of the University of Kentucky. In this course, we respect and value the various personal experiences, values, and worldviews that individuals bring to the class due to differences in race, ethnicity, gender, sexual orientation, religion, socioeconomic status, (dis)abilities, and other circumstances. Any type of behavior or conduct that runs counter to this overall mission will not be tolerated.

Classroom Decorum and Civility

Students are expected to act responsibly, politely, and professionally while class is in session. Be attentive, respectful and courteous when others are speaking. While discussion and debate are essential in making academic discoveries, diversified opinions must be cherished. Reasoned exceptions to opinions voiced by the instructor or other class members are encouraged, and academic discourse will be conducted with respect and civility as expected of the college classroom.

As a courtesy to all member of this class, you should avoid any type of disruptive or distracting activities, such as text messaging, Web surfing, and conversations unrelated to the course during class time. Coming to class late is a serious interruption to normal class activities, and must be avoided whenever possible.

Late Assignments
It is very important that you meet all deadlines and turn in assignments on the dates that they are due. Late assignments may be accepted without penalty if justifiable for excused

absences as defined by the Senate rules. Decision at accepting or rejecting a late assignment under circumstances of unexcused absences is *totally at the discretion of the instructor, and will be determined on a case-by-case basis*.

Privacy

You have specific rights regarding your privacy and the privacy of your educational records under The Family Educational Rights and Privacy Act (FERPA) of 1974. This is a federal law that protects the privacy and confidentiality of personally identifiable information contained within student education records. Detailed information can be found at http://www.uky.edu/registrar/FERPA-privacy.

Grading

Since this is a skills-based course, there will be no conventional tests or quizzes throughout the duration of the course. All course evaluations will be based on your completion of required exercises and projects. Your overall course grade will be based upon the following components and their weights:

Attendance and Participation	10%
Midterm Project	20%
Final Project	35%
Mini-projects	35%
Total	100%

Detailed instructions and requirements for the exercises and projects with specific due dates will be handed out in class ahead of the scheduled dates. Please follow the instructions closely with each mini-project/project. Each student is expected to complete his/her exercise/project independently, and collaboration is not allowed. Identical projects with sufficient evidence of collaboration will be considered a form of cheating, and will be handled as such.

An "I" (Incomplete) grade will be given only if a substantial amount of the course work has been satisfactorily completed at the time the request is made and there are insurmountable circumstances stopping the student from completing the course in the remaining time of the semester. The student must submit a written appeal with all necessary documentations to the instructor at the earliest date possible in order to obtain permission. The student will then have to make proper arrangement with the instructor within the allowed time frame to complete the remaining course work in order to have the "I" grade changed to an appropriate course grade.

COURSE SCHEDULE (Tentative)

Specific schedules will be announced in class each week as the semester progresses. Due to the fluid nature of this course, we will adopt a flexible schedule to adapt to specific needs/interests and particular demands as they emerge. Materials to be covered may change depending on particular demands or needs of class members. Course content as well as readings will be announced at least one week ahead.

Here is a tentative schedule, organized by topics. Specific topics and assignments will be announced weekly based on semester progress and class needs.

Week 1 (Aug. 25, Thu)

Course Overview & Introduction.

Week 2 (Aug. 30, Tue & Sept. 1, Thu)

Fundamentals & core language elements of ActionScript 3.0; How to add movement

Week 3 (Sept. 6 Tue & Sept. 8, Thu)

MouseEvent and Timer classes; Timeline control

Week 4 (Sept. 13, Tue & Sept. 15, Thu)

Display Class objects; How to use code to add and remove objects

Week 5 (Sept. 20, Tue & Sept. 22, Thu)

Sprite Class; How to use loops; Draw graphics using code

Week 6 (Sept. 27, Tue & Sept. 29, Thu)

Use Keyboard Events to create interactivity

Week 7 (Oct. 4, Tue & Oct. 6, Thu)

Keyboard Events (con't); Random acts (using Math Class)

Week 8 (Oct. 11, Tue & Oct. 13, Thu)

Use Array Class to track object elements in game context

Week 9 (Oct. 18, Tue & Oct. 20, Thu)

Midterm Week

Week 10 (Oct. 25, Tue & Oct. 27, Thu)

Project integration; Shooting project.

Week 11 (Nov. 1, Tue & Nov. 3, Thu)

Shooting project (con't)

Week 12

Nov. 8, Tue   Election Day. Academic Holiday.

Nov. 10, Thu   Integrate audio into ActionScript

Week 13 (Nov. 15, Tue & Nov. 17, Thu)

Loading Files into ActionScript; Work with video coder in ActionScript 3.0

Week 14

Nov. 22, Tue   Advanced features (TBD)

Nov. 24, Thu   Thanksgiving Break

Week 15 (Nov. 29, Tue & Dec. 1, Thu)

Final project progress report & update.

Week 16 (Dec. 6 & Dec. 8, Thu)

Dead week; Course Wrap-up;

Final projects due by 5 pm on Friday, Dec. 16.