APPLICATION FOR NEW COURSE

1. Submitted by the College of __Communications and Information Studies__   Date: __October 16, 2008__

   Department/Division proposing course: __School of Journalism and Telecommunications__

2. Proposed designation and Bulletin description of this course:

   a. Prefix and Number   __TEL 422__

   b. Title* __Multimedia II__

      *If title is longer than 24 characters, offer a sensible title of 24 characters or less: _____

   c. Courses must be described by <u>at least one</u> of the categories below. Include number of <u>actual contact hours per week</u>..

   (___) CLINICAL   (___) COLLOQUIUM   (___) DISCUSSION   (X) LABORATORY   (X) LECTURE

   (___) INDEPEND. STUDY   (___) PRACTICUM   (___) RECITATION   (___) RESEARCH   (___) RESIDENCY

   (___) SEMINAR   (___) STUDIO   (_____) OTHER – Please explain: Two hours Lecture, two hours laboratory per week

   d. Please choose a grading system: ☒ Letter (A, B, C, etc.)   ☐ Pass/Fail

   e. Number of credit hours: __3__

   f. Is this course repeatable?   YES ☐   NO ☒   If YES, maximum number of credit hours: _____

   g. Course description:

      __See attached__

   h. Prerequisite(s), if any:

      __TEL 322 or consent of instructor__

   i. Will this course also be offered through Distance Learning?   YES ☐   NO ☒

      If YES, please check one of the methods below that reflects how the majority of the course content will be delivered:

      Internet/Web-based ☐   Interactive video ☐   Extended campus ☐

3. Supplementary teaching component: ☒ N/A   or   ☐ Community-Based Experience   ☐ Service Learning   ☐ Both

4. To be cross-listed as: _____   _____/_____
                         Prefix and Number   printed name   Cross-listing Department Chair   signature

5. Requested effective date (term/year):   __Fall__   /   __2009__

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6. Course to be offered (please check all that apply): ☒ Fall   ☒ Spring   ☒ Summer

7. Will the course be offered every year?   ☒ YES   ☐ NO

   If NO, please explain: _____

8. Why is this course needed?
   See attached _____

9. a. By whom will the course be taught?   Regular faculty _____

   b. Are facilities for teaching the course now available?   ☒ YES   ☐ NO

   If NO, what plans have been made for providing them?

10. What yearly enrollment may be reasonably anticipated?
    15 - 20 _____

11. a. Will this course serve students primarily within the department?   ☒ Yes   ☐ No

    b. Will it be of interest to a significant number of students outside the department?   ☒ YES   ☐ NO
    If YES, please explain.
    Will be of interest to students in the Integrated Strategic Communications, Journalism, and Communications majors in Communications and Information Studies, and to students in certain Fine Arts majors.

12. Will the course serve as a University Studies Program course[†]?   ☐ YES   ☒ NO
    If YES, under what Area? _____
    [†]AS OF SPRING 2007, THERE IS A MORATORIUM ON APPROVAL OF NEW COURSES FOR USP.

13. Check the category most applicable to this course:

    ☐ traditional – offered in corresponding departments at universities elsewhere

    ☒ relatively new – now being widely established

    ☐ not yet to be found in many (or any) other universities

14. Is this course applicable to the requirements for at least one degree or certificate at UK?   ☒ Yes   ☐ No

15. Is this course part of a proposed new program?   ☐ YES   ☒ NO
    If YES, please name: _____

16. Will adding this course change the degree requirements for ANY program on campus?   ☐ YES   ☒ NO
    If YES[‡], list below the programs that will require this course:

    _____

[‡]In order to change the program(s), a program change form(s) must also be submitted.

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17. ☒ The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.

18. ☐ Check box if course is 400G or 500. If the course is 400G- or 500-level, *you must include a syllabus showing differentiation* for undergraduate and graduate students by (i) requiring additional assignments by the graduate students; and/or (ii) the establishment of different grading criteria in the course for graduate students. (See *SR 3.1.4*)

19. Within the department, who should be contacted for further information about the proposed new course?

Name: Dr. Thomas Lindlof   Phone: 257-4242   Email: lindlof@uky.edu

20. Signatures to report approvals:

<table>
<tr><td>12/1/08</td><td>Dr. Beth Barnes</td><td></td><td>Reported by Department Chair</td></tr>
<tr><td>DATE of Approval by Department Faculty</td><td>printed name</td><td></td><td>signature</td></tr>
<tr><td>1/12/09</td><td>Dr. J. David Johnson</td><td></td><td>Reported by College Dean</td></tr>
<tr><td>DATE of Approval by College Faculty</td><td>printed name</td><td></td><td>signature</td></tr>
<tr><td>3/3/09</td><td>S. Gill</td><td></td><td>Reported by Undergraduate Council Chair</td></tr>
<tr><td>* DATE of Approval by Undergraduate Council</td><td>printed name</td><td></td><td>signature</td></tr>
<tr><td></td><td></td><td></td><td>Reported by Graduate Council Chair</td></tr>
<tr><td>* DATE of Approval by Graduate Council</td><td>printed name</td><td></td><td>signature</td></tr>
<tr><td></td><td></td><td></td><td>Reported by Health Care Colleges Council Chair</td></tr>
<tr><td>* DATE of Approval by Health Care Colleges Council (HCCC)</td><td>printed name</td><td></td><td>signature</td></tr>
<tr><td>* DATE of Approval by Senate Council</td><td></td><td colspan="2">Reported by Office of the Senate Council</td></tr>
<tr><td>* DATE of Approval by University Senate</td><td></td><td colspan="2">Reported by Office of the Senate Council</td></tr>
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*If applicable, as provided by the *University Senate Rules.* (*http://www.uky.edu/USC/New/RulesandRegulationsMain.htm*)

Rev 7/08

APPLICATION FOR NEW COURSE
TEL 422: MULTIMEDIA II
ATTACHMENT

2.g. Course Description

This is an advanced course in computer-based interactive multimedia design and development. The course is designed to expand the student's knowledge of, and ability to author, Web applications integrating audio, graphics, video, text, animation, and interactive components for education, entertainment, and business purposes.

8. Why is this course needed?

Although this is an application for a new course, its implementation has been planned for some time, to the extent that an established prerequisite, Multimedia I, was planned and named as the first of two courses. In fact, it has already been offered twice under a special topics designation. The course is an important component of the School of Journalism and Telecommunications plan to significantly increase its multimedia emphasis and offerings, and will serve as a highly desirable skills course elective for all three majors in the School.

17. The major teaching objectives of the proposed course, syllabus and/or reference list to be used are attached.

- Provide an overview of the theoretical and practical aspects of multimedia design and authoring
- Understand the main principles for designing and organizing multimedia projects and the roles of the individuals involved in the process
- Learn the core terms and concepts of interactive multimedia design and implementation
- Lay the ground work for an advanced understanding of the field of multimedia
- Provide an opportunity to work with some of the popular technologies and software used in producing sophisticated interactive multimedia applications
- Complete projects through hands-on experience by using some of the popular software authoring and scripting tools in the industry

Learning Outcomes for TEL 422: Multimedia II

Upon successful completion of this course, students will be able to:

- Identify, articulate and apply important theories and principles in designing interactive (game) applications and software pieces.

- Identify key concepts and techniques in object-oriented programming in multimedia development.
- Identity and find innovative solutions to complex problems in programming sophisticated interactive multimedia products.
- Develop advanced expertise in programming software to accomplish complex tasks.
- Understand the key processes of researching, designing and developing multimedia components and applications, from conceptualization and requirement gathering to storyboarding, interface design and implementation.
- Employ a variety of appropriate multimedia authoring tools and platforms in an integrated environment.
- Critically evaluate commercial interactive game applications from the perspectives of a user as well as a developer.

TEL 422-001: Multimedia II (3 Semester Hours)   Course Syllabus
Fall 2008
Time: MW 12:30 pm – 1:45 pm, King Library 0213G

Instructor: Zixue Tai, Ph.D.   **Office:** Grehan 214
E-mail: ztai2@uky.edu   **Phone:** (859) 257-1676 (O)
Hours: TWR 2:00 pm – 3:20 pm & by appointment

COURSE DESCRIPTION

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.

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 in an advantageous position to gain an advanced understanding of the field of multimedia, and it will provide you with the opportunity to work with some of the popular technologies in producing sophisticated interactive multimedia applications. The knowledge you will obtain through this course will prepare you well to make the next jump, should you choose to do so, to the frontlines of the exciting field of interactive multimedia. As part of the requirements of this course, you will have the chance to complete your own projects through hands-on experiences by using some of the popular software authoring and scripting tools in the industry.

Course prerequisite
TEL 322 or instructor consent.

OBJECTIVES

Upon successful completion of this course, you should be able to:
- Identify, articulate and apply important theories and principles in designing interactive (game) applications and software pieces;
- Familiarize yourself with key concepts and techniques in object-oriented programming in multimedia development;
- Identity and find innovative solutions to complex problems in programming sophisticated interactive multimedia products;
- 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, starting from conceptualization, requirement gathering, to storyboarding, interface design and implementation;
- Utilize a variety of appropriate multimedia authoring tools and platforms in an integrated environment;
- Critically evaluate commercial interactive game (Flash) applications from the perspectives of a user as well as a developer.

REQUIRED COURSE MATERIAL AND SUPPLIES

Textbooks
Lakshmi Prayaga & Hamsa Suri (2007). *Beginning Game Programming with Flash.*
Boston, MA: Thomson Course Technology. (ISBN-10: 1-59863-398-8).

Gary Rosenzweig (2007). *ActionScript 3.0 Game Programming University.* Indianapolis,
IN: QUE Publishing.

The first book is optional for those of you who have had previous programming
experience with any of the popular object-oriented programming languages (e.g., Java,
JavaScript, C++). Both are required for those with little or no previous programming
experience.

Additional Online Sources
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!

Software
Primary software program to be used for this course will be Adobe Flash CS 3
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. Previous
experience with Flash is expected. Although previous programming experience is
preferred, it is not required.

Adobe Flash CS 3 (aka. Flash 9) is available in most of the multimedia labs on campus.
A student version (at much reduced price) is available for purchase. If you are serious
about becoming a professional developer, then I recommend buying your own copy.
Alternatively, a free evaluation copy is available for downloading at Adobe's site, which

is good for one month. Additionally, the Adobe AIR platform is available for free downloading and installation (http://www.adobe.com/products/air/), and can run all ActionScript programs.

A massive storage device, preferably a USB Flash drive, is required of everyone.

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 do the readings, and 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
Make every effort to attend class regularly. Excused absences will be granted only for extremely difficult circumstances. Each student is allowed two excused absences; unexcused ones or more than two excused absences may have a negative impact on your course grade at the discretion of the instructor.

Academic Misconduct
The University of Kentucky places a high value on and maintains a high expectation on the academic integrity of its student community. There is *a zero tolerance policy in this course for any form of cheating and/or plagiarism*. You should familiarize yourself with the Student Conduct Code at the University of Kentucky (see http://www.uky.edu/StudentAffairs/Code/part1.html). Computer programming may involve different standards and criteria in defining academic dishonesty, so make sure you check with your instructor in cases of uncertainty.

Students with Disabilities
The instructor will make every reasonable accommodation for students with special learning needs, including hearing and visual impairment and diagnosed learning disabilities, as well as other classifications of disability specified in the Americans with Disabilities Act of 1990. If you wish assistance under the provisions of the ADA, please

inform the instructor immediately. Every effort will be made to create a favorable environment for everyone to fulfill essential course requirements.

Classroom Conduct
You are expected to act responsibly, politely, and professionally while in the classroom. Reading a book, newspaper or magazine while the instructor or another student is talking is not advised.

Coming to class late is a serious interruption to normal class activities. So show up on time. As a courtesy for your fellow students and the instructor, turn off your cell phones, pagers or other electronic devices that may be a distraction during class hours.

Our class meeting takes place in the computer lab. Everyone should be aware of policies concerning the use of lab facilities. Consult the lab attendant for any question you may have. *NO FOOD OR DRINKS IN THE LAB!*

Cell phones and other wireless devices cannot be used during class time; text messaging is forbidden while class is in session. Any other type of disruptive behavior in class, as defined in the UK Student Conduct Code (http://www.uky.edu/StudentAffairs/Code/part2.html), will not be tolerated.

Late Work
Project assignments are due on the date specified and must be turned in at the start of class on the due date. Late work may be accepted – but you will lose a significant portion of your grade for that assignment, with a 15% grade deduction for each day it is overdue. If for any reason you cannot come to class on the day when your assignment is due, you can ask someone else to bring the project to class or you may turn it in early. An extension may be granted in exceptional cases which can only be defined by the instructor. You must make arrangement with the instructor prior to the day the assignment is due in order to get an extension. You are expected to save your project on a Flash drive or CD to turn it in. As multimedia files are typically large, electronic submission is not acceptable. All projects will be turned back to you after being graded.

Grading
Since this is a skills-based course, there will be no written 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	30%
Exercises	40%
Total	100%

For the midterm and final projects, there will be a finished product as well as an in-class presentation. The presentation grade will be part of the project grade. 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 exercise/instruction. 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 treated as such.

Incompletes
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

Specific schedules will be announced in class each week as the semester progresses.