

BOROUGH OF MANHATTAN COMMUNITY COLLEGE  
The City University of New York  
Department of Media Arts and Technology

Title of Course:	<b>Introduction to Multimedia</b>	Class Hours:	2
	MMP 100-1100 Tue & Thu, 11AM – 12:40PM , Synchronously on Zoom. Meeting ID 3854 9173  Passcode: 395624	Laboratory Hours per Week:	2
Semester:	Fall 2021		
Instructor Information (Phone#, Office#, email):	Prof. Anna Pinkas Phone: (212) 776-6524 Office# : S622J Office Hrs: Tue & Wed, 9:30AM – 11AM (online, same Zoom info as course) Class website: Blackboard Email: <a href="mailto:apinkas@bmcc.cuny.edu">apinkas@bmcc.cuny.edu</a>		

Credits:	3
Course Descriptions:	This course introduces students to the fundamentals of multimedia production. In a hands-on class, students will learn the essentials of program design and authoring software in an integrated computer environment. Students will learn how to combine graphics, audio and text to create programs for industrial and educational applications.
Basic Skills:	ENG 088 or ESL 062, ACR 094, MAT 011;
Prerequisites:	None
Co-requisites:	None

Course Student Learning Outcomes	Measurements (means of assessment for student learning outcomes listed in first column)
1. Students will be able to manipulate raster and vector images.	Digital imaging project
2. Students will be able to create short animations and export them to the correct format.	Animation/video project
3. Students will be able to combine and edit audio files to create a narrative or ambience.	Audio project
4. Students will be able to identify simple HTML, CSS and Javascript syntax and to understand these their respective role in web development.	Web development and programming projects
5. Students will be able to upload and share their creative work on the web.	All projects
6. Students will be able to identify standards for using media that meet copyright law.	Digital imaging, Quiz
7. Students will be able to plan, iterate and document their creative work.	Final project
8. Students will be able to identify core principles, terminology and contemporary uses of digital media.	Quiz



Below are the college's general education learning outcomes, the outcomes that checked in the left-hand column indicate goals that will be covered and assessed in this course. (Check at least one.)

<input type="checkbox"/>	<b>General Education Learning Outcomes</b>	<b>Measurements</b> (means of assessment for student learning outcomes listed in first column)
<input checked="" type="checkbox"/>	Communication Skills- Students will be able to write, read, listen and speak critically and effectively	Class website
<input checked="" type="checkbox"/>	Quantitative Reasoning: Students will be able to use quantitative skill and the concepts and methods of mathematic to solve problems.	Web development and programming projects
<input type="checkbox"/>	Scientific Reasoning- Students will be able to apply the concepts and methods of the natural sciences	
<input type="checkbox"/>	Social and Behavioral Science- Students will be apply the concepts and methods of the social sciences	
<input type="checkbox"/>	Arts & Humanities- Students will be able to develop knowledge and understanding of the arts and literature through critiques of works of art, music, theatre and literature.	
<input checked="" type="checkbox"/>	Information & Technology Literacy- Students will be able to collect, evaluate and interpret information and effectively use information technologies.	All projects
<input type="checkbox"/>	Values- Students will be able to make informed choices based on an understating of personal values, human diversity, multicultural awareness and social responsibility.	

**REQUIRED TEXT:** This is an OER/ZTC (Open Educational Resources/Zero Textbook Course) course. Free class materials (including slides, web resources and tutorials) are available on Blackboard.

**OTHER RESOURCES:** Flash drives and cloud based storage (i.e: Google Drive, Dropbox etc.) are recommended to store assignments and course materials. Sketchbooks are recommended for taking notes and brainstorming ideas.

**USE OF TECHNOLOGY:** Here is a list of software we will use for each module (as well as free/open source alternatives when available). If you are struggling to get access to these tools, please email me asap.

- Digital Imaging: Adobe Photoshop CC & Adobe Illustrator CC (preferred), GIMP & Inkscape (alternative)
- Audio: Audacity (free & open source)
- Animation: Adobe After Effects (preferred), SynfigStudio (alternative)
- Web Development & Programming: A free text editor such as Sublime or Brackets.
- Students will use Blackboard to post their assignments. I will upload grades and comments there too. To login to Blackboard, go to <https://cunyportal.cuny.edu/>, login and click on the Blackboard menu item. If you do not have (or cannot remember) your id and password, contact the BMCC helpdesk right away: 212-220-8379; [helpdesk@bmcc.cuny.edu](mailto:helpdesk@bmcc.cuny.edu). You may also try resetting your password by going to <https://cunyportal.cuny.edu/> and clicking on "Account & Password Reset"

You can access tutorials on Lynda.com on a variety of topics related to this class. While I will not assign Lynda.com tutorials, it's a great place to delve further into the topics we will be covering this semester. Please follow these instructions to login for free.

**TUTORING:** Take advantage of BMCC's one-on-one tutoring services (free!). You can find more information on online tutoring on this page (<https://www.bmcc.cuny.edu/students/lrc/online-tutoring/>)



**CLASS PARTICIPATION:** Participation in the academic activity of each course is a significant component of the learning process and plays a major role in determining overall student academic achievement. Academic activities may include, but are not limited to, attending class, submitting assignments, engaging in in-class or online activities, taking exams, and/or participating in group work. Each instructor has the right to establish their own class participation policy, and it is each student's responsibility to be familiar with and follow the participation policies for each course.

**GRADING:** Grading is based on the successful completion of all projects and quizzes, and on class participation. Students are expected to attend every synchronous session, to follow the in-class tutorials, to participate in the in-class workshops and to complete the discussion board activities. Failure to do so will affect the "teacher evaluation and class performance" grade (see below). Projects must be handed in on time. Points will be deducted for work that is handed in late. I give you the option of resubmitting a project if you want to improve your grade, but please submit something on the due date. It is your responsibility to contact me in the event of an absence or of an issue with meeting a deadline. I will do my best to help you catch up, but I must be notified.

- Teacher evaluation and class performance: 10%
- Media projects: 55%
- Final project: 20%
- Quizzes: 15%

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

**Single Stop** <http://www.bmcc.cuny.edu/singlestop>, room S230, 212-220-8195. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220- 8130.

**Counseling Center** <http://www.bmcc.cuny.edu/counseling>, room S343, 212-220-8140. Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

**Office of Compliance and Diversity** <http://www.bmcc.cuny.edu/aac>, room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email [olevy@bmcc.cuny.edu](mailto:olevy@bmcc.cuny.edu), or [twade@bmcc.cuny.edu](mailto:twade@bmcc.cuny.edu). If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

**Office of Accessibility** <http://www.bmcc.cuny.edu/accessibility>, room N360 (accessible entrance: 77 Harrison Street), 212-220-8180. This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit or call the office.

**BMCC Policy on Plagiarism and Academic Integrity Statement** Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, <http://www.bmcc.cuny.edu>. For further information on integrity and behavior, please consult the college bulletin (also available online).

## WEEKLY BREAKDOWN (subject to change)

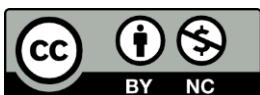
### Week One - Thu 8/26 & Tue 8/31

Introductions

Overview of Syllabus and Blackboard site

Lecture: Digital Imaging (Pixels, Color models, Bit depth/sampling/quantizing, Image size/resolution, Vector vs. raster, File naming, Copyright and attribution)

Raster imaging fundamentals tutorial



Introduction to digital imaging project

**Week Two - Thu 9/2 & Thu 9/9 (NO CLASSES 9/7)**

Vector imaging fundamentals tutorial  
Digital imaging project workshop

**Week Three - Tue 9/14 & Tue 9/21 (NO CLASSES 9/16)**

Digital imaging workshop  
Lecture: Audio (Sounds waves, Analog vs. digital, Bit depth/sampling/quantizing, Recording and editing digital audio, Sharing audio on the web)

**Week Four - Thu 9/23 & Tue 9/28**

Digital imaging project due  
Introduction to audio project  
Audio editing tutorial

**Week Five - Thu 9/30 & Tue 10/5**

Audio project workshop  
Lecture: Animation (Principles of animation, Creating animations in Adobe After Effects, Exporting animation to video and sharing it on the web)

**Week Six - Thu 10/7 & Tue 10/12**

Audio project due  
Quiz 1: Digital imaging and audio  
Introduction to animation project  
Animation tutorial

**Week Seven - Thu 10/14 & Tue 10/19**

Animation project workshop

**Week Eight - Thu 10/21 & Tue 10/26**

Animation project due  
Quiz 2: Animation  
Lecture: Web development (Stages of development (Creative brief, UX, front/back end), HTML/CSS/JS, Code editor)  
Introduction to web development project  
HTML tutorial

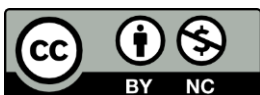
**Week Nine - Thu 10/28 & Tue 11/2**

CSS tutorial  
Web development project workshop

**Week Ten - Thu 11/4 & Tue 11/9**

Web development project due  
Lecture: Programming (What is programming, Algorithm, Using p5.js (setup() and draw(), background, shapes, fill & stroke, system variables, variables, events, randomness)  
Introduction to programming project

**Week Eleven - Thu 11/11 & Tue 11/16**



P5 tutorial  
Programming project workshop

**Week Twelve - Tue 11/18 & Thu 11/23**

Programming project due  
Quiz 3: Web development & programming  
Introduction to final project  
Final project workshop  
(NO CLASSES Thu 11/25)

**Week Thirteen - Tue 11/30 & Thu 12/2**

Final project proposal due (creative brief + sketches)  
Final project workshop  
Week Fourteen - Thu 12/7 & Thu 12/9

Final project workshop  
**NO CLASSES 12/14**

**Weeks Fifteen - Thu 12/16 & Tue 12/21**

Final project presentation

