

Cleveland Institute of Art/ T.I.M.E. Department

Faculty: Jurgen Faust, Professor, Chair of T.I.M.E.

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T.I.M.E. studio/seminar, 1st semester

Basic Multi-media concepts and multimedia production

CLASS WEEK	TOPICS	ASSIGNMENTS
1	<p>Introduction to Course, Overview, The context and the possibilities of the T.I.M.E. major. The challenge of a self designed track, the necessity of a strong advisement. Introduction of Assignment</p> <p>Software learning: <u>Flash MX:</u> Introduction, The Interface Drawing and Color, Animation Basics Shape Tweening <u>Director MX:</u> Introduction Getting Around Animation Graphics</p>	<p>Readings: Vilem Flusser: Towards a Philosophy of Photography, Page 8- Page 32 Brainstorming a concept for the assignment and create a brand write an abstract: 2/3 page 8.5x11.0, submit them through e-mail and blackboard as well as the brand development.</p>
2	<p>What is New Media? Discussion: the image, the technical image of the first and second order</p> <p>Software learning: <u>Flash MX:</u> Shape Tweening Motion Tweening Masking <u>Director MX:</u> Behavior Library Sound</p>	<p>Analytical study and creating storyboard from an existing products.</p> <p>Readings: Scoot McCloud, Understanding Comics, Chapter 2 and Chapter 4, we will discuss it in class</p> <p>Create content inventory list and 3 flowcharts for presentation</p>

3	<p>How does visual thinking relates to new media products and time based media. Interactivity: What is it? Media Concepts The structure of various New Media Products Web-sites, CD-ROM's, Digital Video Compared with traditional media: book, magazine, newspaper, movie, - coinciding and difference – The story board - various possibilities</p> <p>Software Learning: <u>Flash MX:</u> Type, Bitmaps, Buttons</p> <p>Director MX: Video</p>	<p>Presentation of the concepts with Macromedia Director or an other presentation program and on paper. Create a storyboard for a multimedia product based on a given text or image Research existing storyboards</p> <p>http://www.erasmatazz.com/library/JCGD_Volume 2/Pac-Man_Zork.html</p> <p>http://www.erasmatazz.com/library/JCGD_Volume 7/Flawed_Methods.html</p> <p>Create electronic file folders and reflect the flowchart regarding nomenclature and structure. Print the file folder structure and submit it through e-mail.</p>
4	<p>The various arts and the impact of new technology, Information design The various arts and the relation to space Interaction design Hypertext</p> <p>Software Learning: <u>Flash MX</u> Movie Clips Director MX: Publishing Shockwave</p>	<p>Create a style guide where you select and research the entire design: color scheme, type, images, composition, button design etc. Create a small color booklet for presentation. We will critique the work and you can improve and submit the style guide at the midterm critique.</p> <p>http://www.costik.com/gamnstry.html</p> <p>Elements of a story! Please read short description, stored on blackboard</p>
5	<p>Multimedia products and their components Presentation and discussion of digital and time-based products in other courses</p> <p>Software Learning: <u>Flash MX:</u> ActionScripting Basics</p> <p><u>Director MX:</u> Distributing Projector Files</p>	<p>If the project is approved through the class critique, then follow up with the conceptual drawings and storyboard.</p> <p>Presentation of the screen shots</p>
6	<p>How we can use sound and how we can design sound for multimedia products. Lecture: Prof. Jurgen Faust Mapping</p> <p>Software Learning: <u>Flash:</u> Sound, Publishing</p>	<p>Preparing the concept and the storyboard for a digital presentation</p>
7	<p><u>Midterm-critique</u></p>	<p>Preparing the Presentation for Midterm critique</p>
8	<p>The history of multimedia products, Multimedia products which include a time component</p>	<p><u>Midterm-critique</u> Presentations</p>

9	The language of New Media within the history of modern visual culture	-Collection of images and data, create the interfaces electronically Submit prints of the interfaces Reading Assignment: Art and Media in the XX century, Dieter Daniels: Download from blackboard
10	What makes an interactive product compelling? Sensorial design	Presentation of the concept Critique
11	The production of an interactive product including images, text, sound, video and animations based on the storyboard	Presentation Critique
12	Critique CD-ROM's/DVD,s in various applications, The structure and the tools, the skills Lecture: Prof. Holly Morrison, Body Disembody	Discussion of the CD-ROM DVD project
13	Complex Multimedia products The aesthetics and the structure of successful interactive digital products	Prepare the Multimedia piece for user testing; create at least 3 CD-ROM's or DVD's and show it in class
14	Academic Examination week Final Critique	Presentation of the interactive CD-ROM, or DVD - User testing, please prepare a user testing scenario and present it in class
15	Academic Examination week	
	Final Critique	