

R·I·T

Rochester Institute of Technology
Golisano College of Computing and Information Sciences
Department of Information Technology

4004-741

Fundamentals of Web-Based Multimedia
 Winter 2008 - Course Syllabus (Room 70-3690)

REMINDER: The information presented in this syllabus is subject to expansion, change, or modification during the quarter.

Instructor:

James R. Habermas
 Office: Golisano Building Room 70-2671

☎ (585) 746-9331 Cell or
 Office phone 475-4514

✉ jrh@it.rit.edu - please always put your name
 & email address at end of every email letter you
 send me, Thanks!

Office Hours:

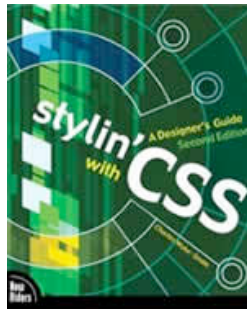
Monday evening by appointment
 Monday Afternoon 4pm - 5pm
 Friday 1pm - 2pm

Also, any time that I am online with instant
 messenger feel free to ask me questions. AOL aim
 name **REDWINGSFANJIM**

Course Web Page: <http://www.it.rit.edu/~jrh>

Course Texts
 and Materials:

The following 2 books are required for the course.



Stylin' with CSS: A Designer's Guide (2nd Edition) ISBN 0-321-512556-6
 (Paperback) by Charles Wyke-Smith (Author) [54 used & new available from \\$22.00](#)



Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets,

and Web Graphics by Jennifer Niederst Robbins (Author)

[57 used & new available from \\$25.67](#)

- Recommend Flash Drive (Any size)

Important RIT
Deadlines:

Last day of add/drop is Monday December 8, 2008.

Last day to withdraw with a grade of "W" is Friday February 6, 2009 (the deadline for withdrawing from a course with a W grade is the end of the 6th week of the quarter).

Forms may be obtained from your department office and need your instructor's signature.

Course Description:

This class provides an introduction to web-based multimedia development and implementation. Topics covered include uses of web based multimedia in business and historical contexts, differences between web-based and stand-alone multimedia, basic HTML and web page design, digital image creation and manipulation, and the incorporation of audio, video, and animated components in web-based multimedia. Students will learn to use computer-mediated communication and internet utilities in support of multimedia development. (Computer literacy) Class 4, Credit 4

Course goals and
Objectives:

This course provides a basic introduction to Internet technologies and web development. The Internet technology topics (UNIX, FTP, Telnet, email, protocols) provide a foundation for a variety of IT core courses. The web development and imaging topics provide an introduction to the multimedia and web development topic area within the department, and are a prerequisite for concentration level courses in the computer-mediated experience area of the curriculum.

By the end of this course, you should be able to:

- Identify key figures and events in the development of the Internet and the World Wide Web.
- Successfully search for and gather information from the Internet.
- Understand and use basic Internet technologies, including telnet, FTP, electronic mail and conferencing, and the WWW.
- Perform basic file and directory management tasks in the UNIX environment.
- Understand digital imaging concepts, including file formats, resolution, color models, and compression methods.
- Create graphic elements for the Web using both bitmap and vector-based software tools.
- Create web pages, using valid HTML and basic principles of graphic and information design, and publish them on RIT 's server.
- Understand basic typography for the web, and use of CSS for text formatting.
- Incorporate basic interactivity into web pages, such as rollovers or embedded audio/video.
- Utilize the Macintosh operating environment for file management and application tasks.

Prerequisites:

Students should be able to use a web browser and word processing program

Grading:

The following procedure is used to determine your final grade:

- 15% Participation (includes attendance, attendance quizzes, in-class exercises,

homework, in-class lab assignments). You are expected to attend every class. If you absolutely must miss a class, it is your responsibility to find out what materials you've missed, and to do the readings and exercises associated with the class.

- 45% Projects:
 1. In class project - practical Quiz (15%) - Week #3 Friday December 19, 2008
 2. Project 1: Resume online & Text Website - tables(15%) - start should be something up and online by Friday @ noon December 19 - fully graded on Friday @ noon on January 9, 2009
 3. Project 2: CSS layout - 4 pages new website- with Graphics (15%) - (And a bad 2 page website) Friday @ noon Week 7 January 30, 2009
- 20% Midterm Exam - Week #5 Monday January 12, 2009
- 20% Final Written Exam - Week #11 November 11 - Scheduled by the Department
- pass/fail Final Practical Exam - Week #10 Monday February 2009

There will also be a final practical exam, which is pass/fail; those who do not pass the final practical do not pass the course. (You have one opportunity to retake the practical if you do not pass the first time.)

The 15% Participation grade comes largely from attendance quizzes that are given in class every week. Basically one to three questions directly related to the topics of class lecture that given day, and they are open book quizzes. I plan on using <http://mycourses.rit.edu> to create some short attendance quizzes. These quizzes are not hard, just designed to reinforce that given lecture. I do not give make-ups, so make sure you attend class and bring your books.

A final letter grade will be assigned from points that you have accumulated.

Range	Grade
>=90.0%	A
>=80.0% & <90.0%	B
>=70.0% & <80.0%	C
>=60.0% & <70.0%	D
<60.0%	F

Grades are not curved; if every student does "A" work, every student gets an A. (Or a D, as the case may be...)

Assignments submitted after the due date/time, without prior approval from the instructor, will lose 25% for each day that they are late. If you know that a situation will prevent you from turning something in, contact me in advance of the deadline to make alternate arrangements. **4 days beyond** the assigned due date the project is not permitted to be turned in for a grade.

Course Schedule : **Week Topic/Exams Assigned Reading**

1 Course Overview and Research, Copyright, and Ethics

Read Chapters 1 & 2 & 3 & 4 & 5
[Learning Web Design](#)

Read HTML <http://www.w3schools.com/html/default.asp>
Website (A Beginner's Guide to HTML - HTML Tutorial
[HTML lists](#))

Introduction to Macintosh OS X

One of the objectives of this course is Macintosh OS X literacy. The following links will answer the most common questions that Windows users have

- [Apple's "Switcher 101" Page](#)
- [OS X Keyboard Shortcuts](#)
- More [tutorials on OS X](#)
- [SG_01_Mac.pdf](#)

[Plagiarism: What It is and How to Recognize and Avoid It](#)
[Fair Use Exceptions to Copyright](#) - be sure to know the five fair-use exceptions.

<http://wally.rit.edu/researchguides/citing.html>
[an online MLA and APA citation-builder](#)

[Connect to NoodleBib](#)

What is NoodleBib from NoodleTools?

- NoodleBib's simple interface allows you to quickly generate, edit, and publish an MLA Works Cited List or APA Reference List that complies with all of the rules detailed in the most current versions of the MLA Handbook and APA Publication Manual.

"What is Plagiarism and Why is it Important?"

In college courses, we are continually engaged with other people's ideas: we read them in texts, hear them in lecture, discuss them in class, and incorporate them into our own writing. As a result, it is very important that we give credit where it is due. Plagiarism is using others' ideas and words without clearly acknowledging the source of that information."

The above citation created from NoodleBib was written by:

Schaad, Anita, and Jo Ann Vogt. "Plagiarism: What It is and How to Recognize and Avoid It." [Indiana University - Writing Tutorial Services](#).

27 Apr. 2004.

Indiana University. 1 Sept. 2008

<<http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml>>.

If you're already familiar with Mac OS X, you are off the hook so far as this homework is concerned. If you are not, you will need to spend some time in the lab before the next class so that you can familiarize yourself with the OS X operating system and user environment.

<http://www.useit.com/alertbox/990530.html> The Top Ten New Mistakes of Web Design

[Multimedia & Computing Pioneers](#)

- 2 Internet History & Protocols & HTML Read Chapters 4 & 5
Learning Web Design

A Web image is typically stored in one of a few graphic formats. You'll experiment with saving files in different formats to see how well each one balances image quality with file size reduction. As you work with different types of images, you'll determine the best file format for each one.

In order to choose the best file format for each image you save for the Web, you will:

1) Compare optimization methods for saving photographic images.

You'll see how the JPEG format is best for photographic images.

You'll also work with the PNG-24 and PNG-8 formats to contrast them with JPEG and GIF.

2) To optimize flat color graphics and illustrations.

You'll see how the GIF format is best for illustrations.

You'll also work with the PNG-24 and PNG-8 formats to contrast them

with JPEG and GIF, and you'll experiment with compression and color settings.

3) Use the transparency settings to achieve the best looking image.

You'll experiment with the various settings for creating transparency

in an image You'll change an image's background color, also known as the

matte color, to match the Web page's background.

Today in class we are going to use the images found at

<http://jimhabermas.com/images/types>

with the program named Fireworks 8.0

[A Brief History of the Internet](#) - Written by some of the key figures in early Internet development, including "the father of the Internet," Vint Cerf.

<http://www.w3.org/QA/Tips/> Quality Tips for Webmasters

[First index.html homework web page requirements](#) set up grace accounts so each student will have a url like <http://www.rit.edu/~username/imm>

3 Electronic
Communication
& HTML

STUDY HARD FOR QUIZ

Readings on Internet History & Protocols

- [Internet - Wikipedia](#)
- [Internet History](#) - From the Computer History Museum
- [How Domain Name Servers Work](#), [How Web Servers Work](#) and [How Internet Infrastructure Works](#) - Part of a series of excellent articles on "How Stuff Works."

Readings on XHTML and the Web

- [XML in 10 Points - W3C](#)
- [XML - Wikipedia](#)
- [XHTML - Wikipedia](#)
- [WWW - Wikipedia](#)
- [Multimedia - Wikipedi](#)

4 Basic Unix & FTP & Read Chapter 1, 2 & 5
Unix Paths & UNIX Visual Quickstart Guide
Permissions

Enough Unix for Your Resume: [Permissions](#), from Webmonkey

`chmod 755 *`

`chmod -R 755 www`

`mv oldfilename newfilename`

`rm filename`

`rm -R foldername`

- 5 Midterm Exam & Introduction to CSS **STUDY HARD FOR MIDTERM EXAM**
After exam lecture pages 1-46 of Stylin with CSS
- 6 CSS - External Chapters 4, 5 & 6 in Stylin with CSS
CSS - Basic page layout <http://www.it.rit.edu/~jrh/RIT741master.css>
<http://www.rit.edu/~jrhicsa/imm/sample2CSS.htm>
<http://www.rit.edu/~jrhicsa/imm/sample3CSS.htm>
[Web Style Guide](#), 2nd edition
[Backgrounds](#) for Holiday Web pages. In class project of Holiday page must be done using CSS and XHTML - Details TBA
- 7 Fireworks & Photoshop Digital Image Concepts Read Chapters 14-18 Learning Web Design
[Creating Animated GIF's](#) Like this [gate](#)
[Animated Gif's](#)
[Animation Factory](#)
Studio Exercise in class
[320-ICE-Imaging.doc](#) (Word Document) sample of that document [HERE](#)
- 8 Building Usable Web Sites Read Chapter 20 Learning Web Design
- Focus on the User
 - Information Design
 - Interface Design
 - Navigation Design
 - Building the pages
- 9 Animations Review for the two final exams, introduce video media to the web page.
JavaScript sample links will also be provided
- 10 Simple Javascript & Final practical exam Week 10 there will also be a final practical exam during class time. This exam is pass/fail; those who do not pass the final practical do not pass the course. (You have one

opportunity to retake the practical if you do not pass the first time.)

11 STUDY TEXTBOOKS HARD FOR Final Exams

Academic Honesty Policy - Plagiarism: You only truly learn HTML & CSS programming by writing your own code. Do not show your work to others.

Each student is required to write his/her own projects. Evidence of cheating or copying will result in a failing grade being given for the course. Plagiarism is using other's words or ideas, or programming code and claiming them as your own. I DO NOT condone working together in groups. Plagiarism will not be condoned and will result in a failing grade for the course. Cheating on an exam will be treated similarly. Also, misuse of the RIT mail system, or any file on the network will result in a failing grade being given for the course. [Code of Conduct for Computer and Network Use](#)

DO YOUR OWN WORK!

[IT Department Academic Dishonesty Policy](#)

[RIT Academic Honesty Policy](#)

Best Email address I will talk about this in class, and describe how to use the email address jrh@it.rit.edu <http://people.rit.edu/~jrhicsa/mymail2.php> (form mail)

Classroom Behavior: Receiving or sending cell phone calls/text in classrooms is inappropriate and impolite. Please turn them off. No PDA, No CELL phone, NO AOL Instant messenger, and no other form of internet chat is allowed during class lecture.

Students who want to learn and listen to the lecture are often distracted when other students get up and walk out of the class, or come in late. Please respect your classmates and your professor.

Make-up Policy: There will be no makeup exams or quiz! No exceptions!!! No excuse will be acceptable.

Email **and** Call your instructor (Cell phone **585 746-9331**) to discuss any possible conflicts you might run into before the exam. See if you can make arrangements days before the exam is scheduled, to take the exam early. No one will be allowed to take an exam after it has been given. I never give the same exam twice.

Missing an exam is just unacceptable, it is equivalent to missing a job interview!!!!

