SYLLABUS
LEWIS-CLARK STATE COLLEGE
BUSINESS TECHNOLOGY AND SERVICE

COURSE TITLE: Multimedia Web Applications
COURSE NUMBER: CITPT 144/344
CREDIT HOURS: 3
INSTRUCTORS: Rhonda Combs
E-MAIL ADDRESS: rhcombs@lcmail.lcsc.edu
OFFICE HOURS: Tuesdays/Thursdays 8:00-9:45 a.m.
PHONE: 208-792-2315
OFFICE LOCATION: SGC #200G
INSTRUCTOR CONTACT HOURS: 64 hours
LAB HOURS: 26
PREREQUISITE: Instructor Permission
REQUIRED TEXT: None
REQUIRED MATERIALS: ✓ Semester subscription to Lynda.com (this will be set up by the instructor and the cost is covered by your course fees)
✓ Headphones
✓ Some type of video recording device (camcorder, iPhone, iPad, or DSLR camera, etc.)
✓ Access to Adobe Premiere CS6 or CC

DATE: January 2015

PURPOSE:
This course is designed to give you a basic understanding of the “multimedia world” and how it is used in business/organizations. Students will develop skills in basic audio/video/photographic capture and editing, exporting media to various devices (web, tablet, phone, etc.), analyzing data through analytics, customer/client relations, and project management (timeline, storyboarding, and presentation).

METHODS OF INSTRUCTION:
This course will be taught in a project-based format which means that students will learn and develop skills based on the project assigned. During the designated class time, students will receive related instruction as needed or appropriate to the project. The guided tutorials throughout the course will provide hands-on exercises to reinforce what was introduced.

Steady progress is necessary for successful completion of this course. Students will be given ample opportunity to apply what they have learned to their project. The instructor will track student understanding through monitoring of projects.

METHODS OF EVALUATION:
Ten percent of your grade will be based on participation/work ethic. This includes asking questions, class participation, and attendance (which is expected). You are allowed four absences. Every absence over four will reduce the attendance portion of the grade ten percent.

All work created in this course must be original work. Sexually explicit, pornographic, and profane content will not be accepted and is not appropriate.
Cheating is unacceptable behavior. Students involved in cheating may be given an F for the course. Further disciplinary action may be taken.

Your grade will be based upon the following:

<table>
<thead>
<tr>
<th>Category</th>
<th>Weightage</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>65%</td>
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<tr>
<td>Final Project</td>
<td>25%</td>
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<tr>
<td>Participation</td>
<td>10%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Grades will be awarded as follows:

- A = 90% - 100%
- B+ = 87% - 89%
- B = 83% - 86%
- B- = 80% - 82%
- C+ = 77% - 79%
- C = 73% - 76%
- C- = 70% - 72%
- F = Below 70% Clearly unsatisfactory work. Course needs to be repeated.

**DUE DATES:**

Assignments must be completed by the due date. Late work will not be accepted.

**EXPECTED LEARNING OUTCOMES:**

<table>
<thead>
<tr>
<th>Adobe Premiere CS6 Essentials</th>
<th>Foundations of Video: Cameras and Shooting</th>
<th>Video Journalism Shooting Techniques</th>
<th>Video Production Techniques: Promotional Videos</th>
<th>Video SEO Basics</th>
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</thead>
<tbody>
<tr>
<td>Tour the interface</td>
<td>Get started with video</td>
<td>Telling stories</td>
<td>Solving the client’s problems</td>
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<tr>
<td>Marking and selecting clips</td>
<td>Moving the camera</td>
<td>Using basic video shooting</td>
<td>Production</td>
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<tr>
<td>Advanced editing techniques</td>
<td>Lighting essentials</td>
<td>Getting a variety of shots</td>
<td>Pre-production</td>
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<td>Basic audio mixing</td>
<td>Work with stills and graphics</td>
<td>Working with audio</td>
<td>Post-production</td>
<td></td>
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<tr>
<td>Use markers</td>
<td>Use transitions</td>
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<tr>
<td>Improve efficiency and editing workflow</td>
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<tr>
<td>Use markers</td>
<td>Apply effects</td>
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<tr>
<td>Export a movie</td>
<td>Create titles</td>
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<td></td>
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<td>Introducing video SEO</td>
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<td>Optimizing video ranking</td>
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Researching topics and keywords

Improving your visibility
CONSUMER INFORMATION:
In 2008, the federal government required all post-secondary institutions offering federal financial aid programs to provide key data to both prospective and current students. To comply with this requirement, Lewis-Clark State College has developed a consumer information page.

DISABILITY ACCOMMODATIONS:
Students requiring special accommodations or course adaptations due to a disability and/or a health-related issue should consult their course instructors and the LCSC Student Counseling Center immediately (RCH 111, 792-2211). Official documentation may be required in order to provide an accommodation and/or adaptation.

STUDENT RIGHTS AND RESPONSIBILITIES:
Students have the responsibility for knowing their program requirements, course requirements, and other information associated with their enrollment at LCSC. Students should review the LCSC General Catalog and the LCSC Student Handbook for more information.

ACCIDENTS/STUDENT INSURANCE:
Students participating in LCSC classes normally must look to their personal health insurance policy (Student Health Insurance Plan or comparable private coverage) should an accident occur. In the event of an accident, please seek medical help, if necessary, and report the incident to LCSC Security (792-2226). Fieldtrips or other special student activities may also require students to submit a signed participation waiver (forms can be obtained from the supporting Division Office).

ENROLLMENT VERIFICATION/ATTENDANCE:
Students who are not actively pursuing their classes may have to repay part or all of their financial aid awards depending upon the circumstances.

ACADEMIC DISHONESTY:
Academic dishonesty, which includes cheating and plagiarism, is not tolerated at LCSC. Individual faculty members will impose their own policies and sanctions regarding academic dishonesty. Students who are accused of being academically dishonest may be referred to the VP for Student Affairs for official disciplinary action.

ILLEGAL FILE SHARING:
Students using LCSC’s computers and/or computer network must comply with the college’s appropriate use policies and are prohibited from illegally downloading or sharing data files of any kind. Specific information about the college’s technology policies and its protocols for combating illegal file sharing may be found on the VP for Student Affairs’ web page (http://www.lcsc.edu/student-affairs).

DIVERSITY VISION STATEMENT:
Regardless of race, color, age, sex, religion, national origin, disability, veteran status, or sexual orientation, you will be treated and respected as a human being (http://www.lcsc.edu/diversity).