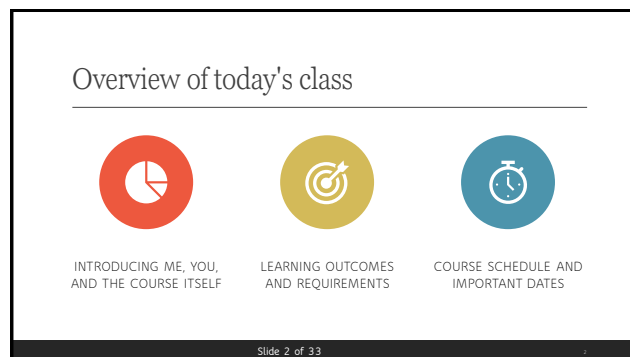
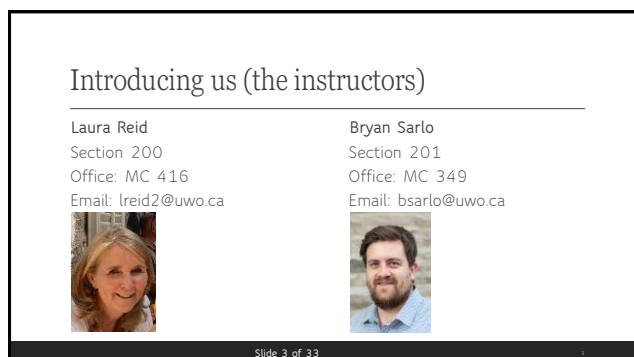




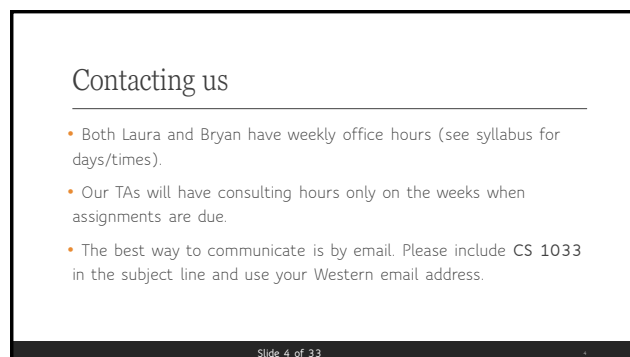
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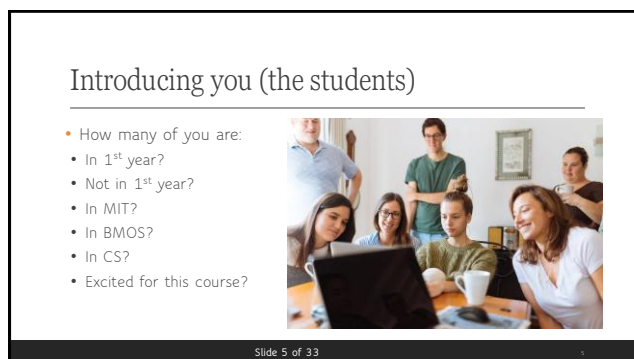
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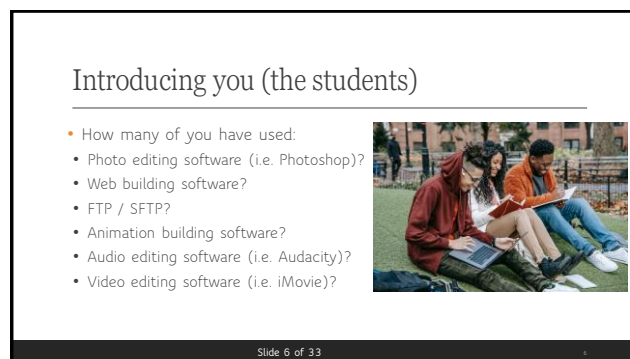
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4



5



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What is this course about?

- **Multimedia**
 - Combining media (text, images, audio, video, etc.)
- **Communications**
 - How do computers work and communicate with each other?
 - How do we reach our intended audience?

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Lecture topics

- Text and graphics
- How computers work
- Website design
- Animation
- Video
- Audio



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Lab topics – 10 Labs

- SFTP (1)
- Affinity Photo (2)
- HTML5 Editor (3)
- PowerPoint animation (2)
- Shotcut video editing (1)
- Audacity audio editing (1)



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Learning outcomes (part 1)

- Apply the 4 basic design principles in order to create an effective and eye pleasing design.
- Sample and quantize different forms of analog data to convert it to digital data.
- Understand how compression affects different forms of data and how to help us decide how we represent the data.
- Explain how the internet is represented, how data travels across it and how websites are represented on it.

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Learning outcomes (part 2)

- Describe the algorithm Google uses when searching and the other considerations it takes into account when performing a search.
- Describe how animation, video and audio are represented on a computer.
- Create and manipulate images and animation using PowerPoint.
- Create and edit video clips and audio clips.
- Create webpages that include text, images, video, animations and audio without using template based web building software.

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Textbook

- This is a recommended textbook.
- It was written specifically for this course!
- Lots of review questions and helpful examples and diagrams.
- Cost is about \$40 CAD.
- Digital book only.


<https://he.kendallhunt.com/product/multimedia-and-communication>


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Course structure

- Lectures
 - Pre-recorded videos you can watch whenever and wherever.
 - 10 weeks worth of videos
- In-person (blended) classes
 - Roughly every 2 weeks.
 - We'll go through demonstrations, exercises, and review questions.



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Course structure – blended classes

Class	Section 200	Section 201
Blended 1 (Reviews weeks 1&2)	Wednesday Sept 16	Friday Sept 18
Blended 2 (Reviews weeks 3&4)	Wednesday Oct 7	Friday Oct 9
Blended 3 (Reviews weeks 5&6)	Wednesday Oct 28	Friday Oct 30
Blended 4 (Reviews weeks 7&8)	Wednesday Nov 11	Friday Nov 13
Blended 5 (Reviews weeks 9&10)	Wednesday Nov 25	Friday Nov 27
	7pm-9pm in MC-110	11:30am-1:30pm in SSC-2050

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Evaluation

Assessment Type	Weight	Notes
Integrity/Organizational Quiz	1%	Unlocks content
Quizzes (5)	8%	Best 4 of 5 (2% each)
Labs (10)	8%	Best 8 of 10 (1% each)
Assignments (3)	43%	Weights are 8%, 15%, and 20%
Final Exam	40%	Covering topics from whole course

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Evaluation – Integrity/organizational quiz

- Open now and must be completed in September.
- About the course outline and academic integrity policies.
- In Brightspace > Assessments > Quizzes.
- Open-book and unlimited attempts.
- Must get at least 90% on the quiz.
- The weekly content will be locked until you complete this quiz.

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Evaluation – Quizzes

- Roughly every 2 weeks on the weeks we don't have class.
- Can do it from anywhere but only during the class time.
- 30 minutes from when you start or until the class time ends.
- Covers topics from previous 2 weeks' lecture videos.
- Multiple choice, fill in the blanks, matching questions.
- Weight of missed quizzes after the first one will move to the final exam

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Evaluation – Quizzes

Quiz	Section 200	Section 201
Quiz 1	Wednesday Sept 23	Friday Sept 25
Quiz 2	Wednesday Oct 21	Friday Oct 23
Quiz 3	Wednesday Nov 4	Friday Nov 6
Quiz 4	Wednesday Nov 18	Friday Nov 20
Quiz 5	Wednesday Dec 2	Friday Dec 4
	Open 7pm-9pm	Open 11:30am-1:30pm

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Evaluation – Labs

- Weekly in-person hands-on work in a computer lab.
- Start the week of Sept 21-25
- You **MUST** attend the section in which you are registered – NO EXCEPTIONS!
- Do not do the lab work before your scheduled session.
- You must show up, do the work in the lab, and show the TA.

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Evaluation – 3 Assignments

- **Poster Assignment:** create a poster with given information.
- **Web Assignment:** create a website with given information.
- **Major Assignment:** create a website with an animation and video about anything that relates to: [Western Campus](#).

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Evaluation – Assignments

- Assignments will be peer marked.
- You will **need** to subscribe to Kritik.io (about \$29) but wait 1-2 weeks until we send you an email invitation to register.
- You will have to mark 5-6 other students for each assignment.
- Part of your assignment grade will come from the peer marking.

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Evaluation – Assignments

- Peer marking is not perfect but there are systems in place to help make it as fair as possible.
- It helps you learn the material better and prepare for other assignments, quizzes, and the final exam.
- It teaches you to give and receive feedback.
- Rubrics are clear and available early.

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Evaluation – Assignments

Assignment	Creation Due*	Peer Marking Due	Feedback Due
Poster	Friday, Oct 23	Oct 26-28	Oct 29
Web	Friday, Nov 13	Nov 16-18	Nov 19
Major	Friday, Dec 4	Dec 7-9	Dec 10

* Assignment creations can be submitted up to **2 days (48 hours)** late and then will **NOT** be accepted anymore. Once peer marking begins, assignments cannot be submitted or modified.

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Evaluation – Assignments

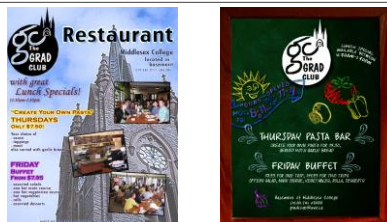
- Assignments are due on a Friday at 11:59pm.
- You can hand in up to 2 days late (Sunday night) with no penalty but keep in mind:
 - Laura and Bryan might not be able to help you debug on weekends, they do not check email regularly on weekends
- **Any assignment handed in 1 minute after Sunday at 11:59pm will receive 0 → NO EXCEPTIONS** (no matter what the circumstances, the assignment was due on Friday, NOT on Sunday)

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Evaluation – Assignments (First Assignment)

Examples of a previous poster assignment:



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Evaluation – Assignments (Second Assignment)

Example of a previous web assignment:



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Evaluation – Assignments (Third Assignment)

Example of a previous major assignment:



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Evaluation – Final exam

- The final exam contains about 150 questions.
- They are multiple choice and true/false.
- Covers material from lecture videos, labs, and assignments.
- The university will schedule the exam; it will be in the exam period December 11-22. Details should be available in 1-2 months.

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Evaluation – Grade requirements

- Weighted average between [final exam](#) and [major assignment](#) must be at least 45% to pass the course.
- [Final exam](#) mark must be at least 35% to pass the course.
- [Final exam](#) mark must be at least 45% to get over 59% in the course.
- Your mark may be reduced if you do not meet the requirements.

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What do I need?

- In Owl>Useful Stuff>Useful Links &FAQs>Useful Links to get:
 - WinSCP (Windows) / Filezilla (Macs - Client Version) - free to download
 - Brackets
 - Affinity By Canva - free
 - HTML5 Editor - free in-browser app
 - Shotcut / iMovie - free to download
 - Kritik - \$29 subscription
- ALL software is available in MC230 & MC240 to work on campus

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Support (for ALL your courses)

[Learning Development & Success \(LDS\)](#) supports Western students in building the academic strategies and mindsets they need to thrive; they have mini workshops (45-60 minutes) throughout the year on:

- **Beating text anxiety**
- **Bouncing back from academic setbacks**
- **Key Strategies for academic success**
- **Note taking strategies**
- **Study Strategies for midterms and multiple-choice exams**
- **Studying for STEM exams**
- **Time Management Essentials**

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Next steps

- Read the course outline.
- Complete the integrity/organizational quiz.
- Watch the Week 1 and Week 2 videos ASAP.
- Mark your calendars with the important dates we discussed.
- Don't worry about Kritik yet!

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Any Questions?

Some final thoughts on using AI in this course:

- If we suspect AI was used, we might ask you to join us on a zoom call and explain your assignment verbally. We will record the meeting and if we have concerns, we may report you.
- The real value of this course comes from doing the work yourself. Every assignment is a chance to build skills, prepare for the final exam, and make your investment in education pay off. Shortcuts won't grow your knowledge-effort will.
- If you let a robot do all the work, guess who's ready for the exam? The robot. Don't let that happen--be smarter than the bot!

See you all NEXT week in this class, watch all the Week 1 and Week 2 lecture videos BEFORE next week's class!

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