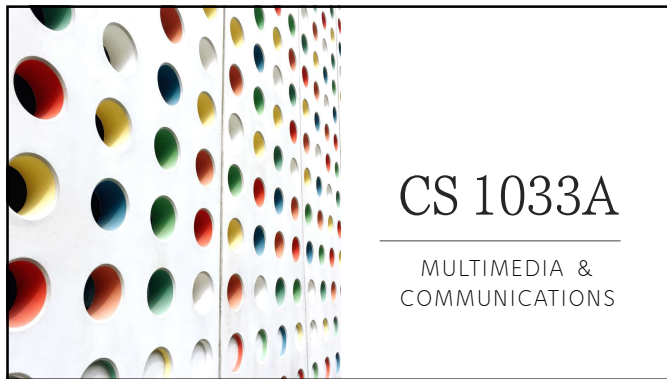
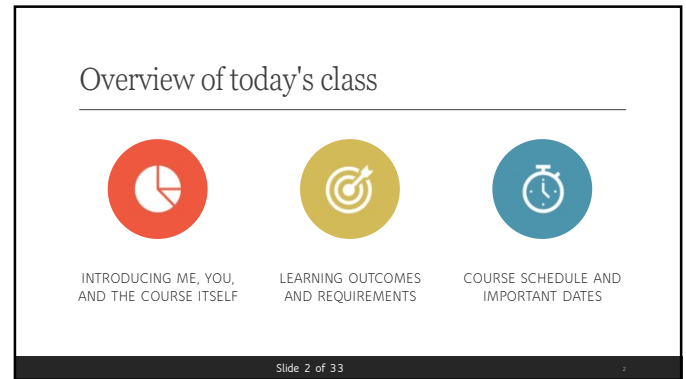
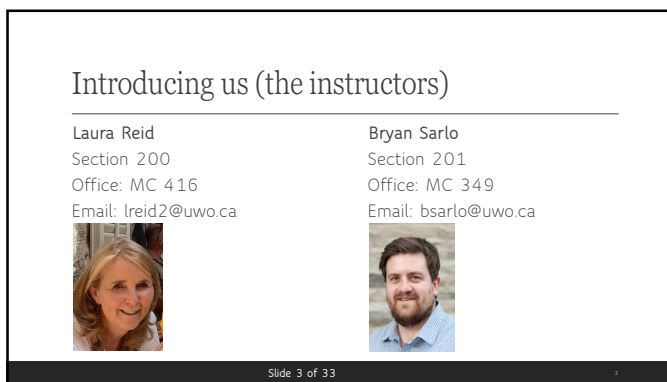




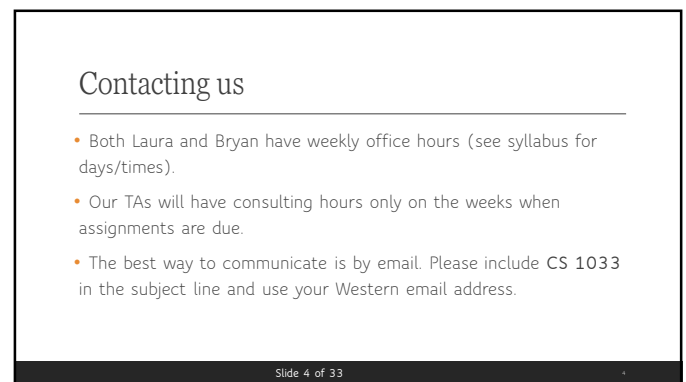
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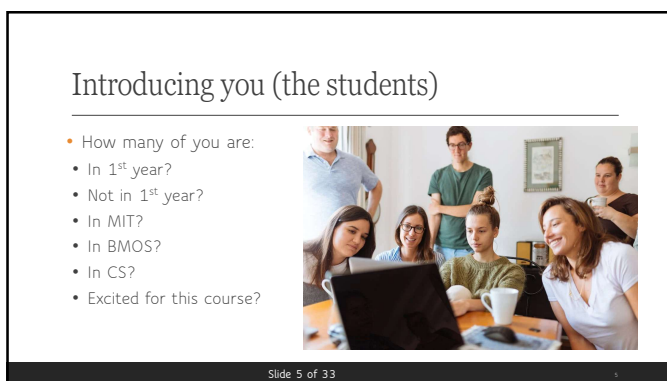
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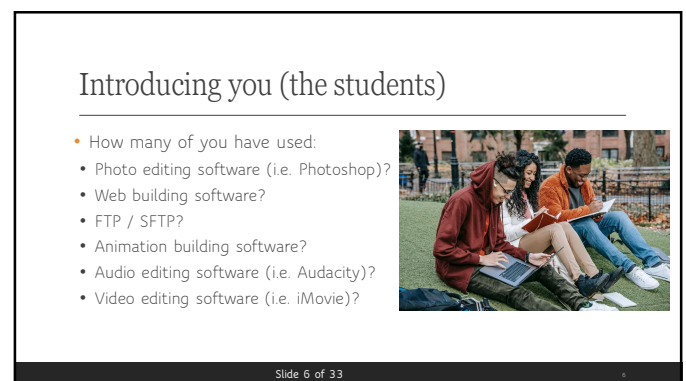
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6

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

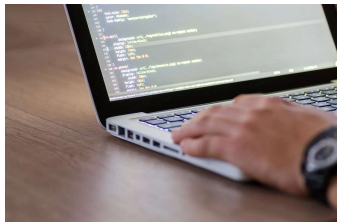


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Lab topics – 10 Labs

- 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 it helps 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.

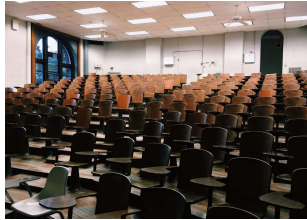

<https://he.kendallhunt.com/product/multimedia-and-communication>


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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)	Monday Jan 12	Wednesday Jan 14
Blended 2 (Reviews weeks 3&4)	Monday Jan 26	Wednesday Jan 28
Blended 3 (Reviews weeks 5&6)	Monday Feb 9	Wednesday Feb 11
Blended 4 (Reviews weeks 7&8)	Monday Mar 2	Wednesday Mar 4
Blended 5 (Reviews weeks 9&10)	Wed Mar 16	Wednesday Mar 18
	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 January.
- 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.

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Evaluation – Quizzes

Quiz	Section 200	Section 201
Quiz 1	Monday Jan 19	Wednesday Jan 21
Quiz 2	Monday Feb 2	Wednesday Feb 4
Quiz 3	Monday Feb 23	Wednesday Feb 25
Quiz 4	Monday Mar 9	Wednesday Mar 11
Quiz 5	Monday Mar 23	Wednesday Mar 25
	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 January 12-16
- 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: [Food](#).

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Evaluation – Assignments

- Assignments will be peer marked.
- You will **need** to subscribe to Kritik.io (about \$22) 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, Feb 6	Feb 10-12	Feb 13
Web	Friday, Mar 6	Mar 10-12	Mar 13
Major	Friday, Mar 27	Mar 31-Apr 3	Apr 3-4 (because of Easter Friday)

* Assignment creations can be submitted up to 3 days late and then will **NOT** be accepted anymore. Once peer marking begins, assignments cannot be submitted or modified.

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Evaluation – Assignments

- Late assignment penalties are normally 15% per day late.
- You are given 3 late coupons for this course.
- Each late coupon waives the penalty for 1 late day.
- You can decide how many to use on each assignment but once they run out, they do not replenish, and late penalties will be applied to any late submissions.

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Evaluation – Assignments

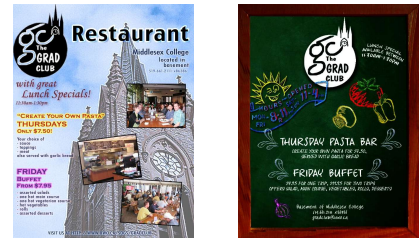
- You still must submit by 3 days after the assignment's due date. This is a **FIRM** cutoff and assignments submitted or modified after this point will be given a mark of zero (0%).
- We will post a Qualtrics form during the assignment's due period. You **MUST** indicate your desired number of late coupons to use in that form. They will **NOT** be automatically applied.
- In Brightspace, go to the [Useful Stuff](#) section for more info.

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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:

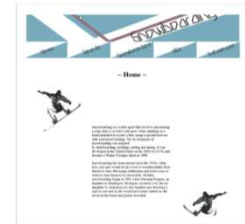


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Evaluation – Assignments (Third Assignment)

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 April 12-30. 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?

- WinSCP (Windows) / Filezilla (Macs) – they are free
- Affinity Photo 2 – free – **Please use version 2**, NOT 3 nor 1
- HTML5 Editor – free in-browser app
- Shotcut / iMovie – free to download
- Kritik – \$22 subscription
- ALL of the software is available in MC230, MC240 and NCB105 if you prefer to work on campus

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Next steps

- Read the course outline.
- Complete the integrity/organizational quiz.
- Watch the Week 1 and Week 2 videos.
- 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:

- 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 the Week 1 and Week 2 lecture videos BEFORE next week's class!

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