Nashville State Community College
EHCT
Visual Communications

Syllabus
2023 Spring Term – Full 15-Week Term

COM 2020 Multimedia Design

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the semester, you will be notified.

Course information:

COM 2020 Multimedia Design

Course Description:

A course in the development of pre-production multimedia assets including outlines, wireflows, scripts, storyboards, and other conceptual tools.

Prerequisite(s): ENGL 1010 Instructor Information:

Course Delivery Method

> **On Campus:** Course meets on the White Bridge Road campus in Room C-123, Wednesday afternoons from 2-5PM. The class materials, assignments, discussion forums, assignment submission dropboxes, and grades are provided via NSOnline/D2L. It meets for 15-weeks.

Required Textbook(s) & Other Materials:

Textbook(s):

Garrand, Timothy (2006). Writing for Multimedia and the Web. Third Edition. Focal Press, an imprint of Elsevier, Burlington, MA.

ISBN 13:978-0-240-80822-2 or 10: 0-240-80822-3

Tumminello, Wendy (2005). Exploring Storyboarding: An In-Depth Guide to the Art and Techniques of Contemporary Storyboarding. Thomson/Delmar Learning, Clifton Park, NY.

 ISBN 1-4018-2715-2

Access Code: (*if applicable*; *delete line if not applicable*)
Reference Materials: Other reference materials are prvided via the NSOnline/D2L Learning Management System (LMS)

Supplies:

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the bookstore's website (https://www.bkstr.com/nsccstore/shop/textbooks-and-course-materials) using your A# or by entering your course information. If you are registered with the Access Center and need an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nscc.edu

Digital Course Materials: These ensure you pay less for your course materials and have easy access through D2L throughout the semester. When you registered for this course, the charge for these materials appeared on your account. If you decide you do not want to purchase the course materials embedded in NS Online, you can opt out of the program **until the end of the second week of classes**. If you opt out, you will be responsible for purchasing the required course materials on your own. For more information, please visit www.nscc.edu/dcm.

Adobe Creative Cloud: Students enrolled in VisCom courses are given a license to the entire Adobe Creative Suite. Go to Adobe.com and log in with your Nashville State email address and password to download the software. Additional instructions are in the Getting Started Module.

Honors Option: Honors credit is available in some classes. If you are interested in participating in the Honors Program, please see your instructor within the first four weeks of class.

Course Outcomes:

Upon successful completion of this course, students should be able to:

- Create pre-production components for non-linear and linear multimedia assets
- Demonstrate their understanding of the function of the different types of design documentation including the relationship between scriptwriting and storyboarding
- Depending on the project, successfully create the necessary documents to describe the project. Documents creation may contain the following: treatment, outline, script(s), wireframes, wire-flow(s), and mockups
- Successfully create a video script and storyboard from an initial concept

Course Competencies:

- Effectively conceptualize, plan, and design a variety of interactive documents
- Develop an effective project description, User Persona, storyboard, script, navigation map, flowchart and interface mockup for an interactive project
- Demonstrate their understanding of the roles of the writer in the development of multimedia and interactive projects through discussion and written assignments
- Define the stages involved in the development of successful multimedia and interactive projects
- Write a proposal for a multimedia project that defines the project's objectives, target audience, content, scope and level of interactivity, project and page outlines, wire-flows, and mockups
- Create the preproduction components for a social media video: Overview, story structure, script, and storyboard.

Topics to Be Covered:

- The Difference between non-linear and linear assets
- The role of writing in thinking through the design process
- Developing the purpose, goals, description for a non-linear project
- Determining the project's audience to narrow the scope
- Developing outlines, wireframes, wire-flows and mockups
- Creating the pre-production documents for a social media video to get the desire outcome
- Write a script from an outline
- Develop a storyboard from the script
- Put the non-linear and linear pre-production elements together into a final proprosal

Course Assessments: We will use the following assessments to demonstrate your understanding, knowledge, and skills:

Percentage	Assessment
30%	Assignments
20%	Discussion Forums and Participation
50%	Final Project

Grading Policy:

Any missing grades will be counted as a zero.

Grading Scale:

Letter Grade	Percentage Range
A	93-100
B	85-92
C	77-84
D*	70-76
F*	0-69

**Note, students must earn a C or above for the class to count toward the degree and to be permitted to take the courses for which this course is a pre-req.

A: Excellent, above-average work. Student successfully achieves course outcomes and competencies. Assignments exceed requirements and are turned in on time.

B: Above-average work. Achieves course outcomes and competencies. Assignments meet or exceed requirements and are turned in on time.

C: Average work. Achieves most course outcomes and competencies. Assignments meet requirements or and are turned in on time.

D: Below-average work. Majority of graded work does not meet assignment expectations.

F: Failure to meet course outcomes and competencies. Failure to complete assignments as required. Poor attendance and participation.

FA

If you stop attending class or if you are in an online class and stop submitting assignments, but do not turn in a withdrawal form by the deadline, you are still enrolled in class. You will be given a grade of FA, which means you have failed due to not attending class and not completing your assignments. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)." If you stop attending your course after this date, you will receive an F.

FN

An FN is awarded if you have never attended your course or done any of the work in an online course.

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

Assignments not submitted at the due date receive a zero grade. Exceptions to this are made on a case-by-case basis. It is the student's responsibility to make arrangements with the instructor, in advance of the due date, if the due date will be missed.

Attendance Policy

If a student misses a class, it is their responsibility to get missed information. Assignments are still due on due dates unless other arrangements have been made with the instructor.

General Policy

- *Absences in a course may affect your final grade.*
- *Tardiness may also affect your final grade.*
- *You are responsible for all work/tests that occur during any missed course session(s) regardless of reason(s) for absence.*
- *If you are not well enough to attend a course session (class), you must notify the instructor as soon as possible before the scheduled course time.*
  - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*
- *If you have an unavoidable conflict with a scheduled course session, you must notify the instructor before the course session.*
  - *If you are unable to notify an instructor before the scheduled course time, you must contact the instructor as soon as reasonably possible.*

Instructor's Policy

The attendance policy for this course is:

- The student is expected to participate in class and submit assignments by the due date. For an online class, participation counts as attendance.
- The student is responsible for all assigned work in the course regardless of excused or unexcused absences.
- It is the student's responsibility to find out what is missed by looking at the online course materials, talking with other students in the class and making an appointment with the instructor.

For financial aid purposes, **attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:
- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor's email
- posting to a discussion board
- completing and submitting assignments

Technology Statement

- All classes at the College are web enhanced. "Web enhanced" means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.

- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.
- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on "mute" until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on this website: https://www.nscc.edu/current-students/student-online-resources/access-to-internet-and-technology.
- Students enrolled in VisCom classes will be provided with a user license for the Adobe Creative Suite. Login to Adobe.com with your NSCC email and password to access the software.

Computer Labs

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus.

You should check the NSCC website for current hours of operation.

Loaner Laptops are available at the library. https://www.nscc.edu/current-students/student-online-resources/access-to-internet-and-technology.

D2L/NS Online and myNSCC

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nscc.edu (student email) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nscc.edu emails contain important information from college offices, such as Financial Aid.

ADA Compliance Statement

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage you to get assistance if needed. If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3363, or e-mail accesscenter@nscc.edu.

Classroom Misconduct

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. This may change from course to course; therefore, your individual instructors will give you guidance on what qualifies as "disruptive conduct" in their courses. Please review the Nashville State Student Code of Conduct policy. Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear Academic Misconduct Policy that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an "F" or a "zero" for such violations or for the semester grade.

Copyright Statement

Any images that students use for class assignments and projects must include clear permissions (image license) to use the images. Students will be expected to document the source of all of their images to ensure that proper rights have been secured to use the images. Using images that you do not have rights to use is similar to plagiarism and constitutes academic misconduct.

Academic Early Alert System

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nscc.edu email. This email will go to your academic advisor and Student Success advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

RAVE Emergency Alert System

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: https://www.getrave.com/login/nscc. The instructions for this are listed below.

- Your RAVE Username is your NSCC email address.
- If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you.
- Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Student Wellness

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- Free tutoring can assist you beyond the classroom to help you make the most of your college education.
- These resources include NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses.
- Services that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance.

Equity Statement

Nashville State Community College strives to ensure that each student receives what that student needs to be successful, with goals of success beyond the classroom. We understand and practice ideals of equity and inclusion for our students by embracing a full spectrum of experiences, viewpoints, and intellectual approaches in order to overcome barriers to success.

Inclement Weather & Campus Closings

You get notices about campus closings in these places: text messages from RAVE and www.nscc.edu. Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.

Class Cancellation Policy

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.

Notice of Right to Retain Student Work

The Visual Communications Program reserves the right to retain selected copies of student work for teaching purposes, promotional purposes, and as part of its permanent collection.