

GRIFFITH UNIVERSITY, GOLD COAST
Faculty of Engineering and Information Technology

School of Information Technology

Course Outline

Course Code : 3010INT

Course Name : Multimedia 3A

1.0 Course Identification

Year/Semester(s): 2002 Semester 1

Course Level: *Undergraduate 3rd year*

Course(s) Status: *Bachelor of Multimedia
core*

Credit Value: *10CP*

Prerequisite: *Multimedia 2B. 1007INT*

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2.0 Objectives

2.1 *Purpose of the course*

This course is designed to extend the knowledge of multimedia technologies that students have developed through the first two years of the degree. In preparation for entry into the multimedia industry, the course seeks to provide students with opportunities for application and further development of technical skills and knowledge in the creation and management of virtual environments.

2.2 *Expected outcomes of the course.*

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

- ⌚ **Create** and edit 3-D virtual environments using VRML and Reality Studio.
- ⌚ **Demonstrate** understanding of the webpage serving process and of the associated security issues.
- ⌚ **Identify** key elements in multimedia project management and be able to **apply** these elements to project work
- ⌚ **Describe and apply** key issues related to accessibility and usability to the development electronic media environments.

3.0 Brief Description

This course is divided into three key areas Virtual Reality, Advanced Web Technologies and Ecommerce.

Virtual Reality:

VRML and Reality Studio are introduced as two authoring tools for producing 3D virtual environments. Virtual Reality forms the larger component of the course.

Advanced Web Technologies:

Students are introduced to server side considerations. There is a special focus on internet security. Students are also exposed to the idea of creating dynamic web pages including the use of Javascript and of database driven websites

Ecommerce

Basic concepts and issues for establishing ecommerce are discussed. The current ecommerce context in Australia is examined through the use of case studies. Ecommerce provides a context for the application of accessibility and usability issues of web design.

4.0 Content**

Week	topic	tutorial	For you. Use this column as a checklist to track items you have completed.
1	Course Introduction & admin Ecommerce,	Course expectations. Tutorial groupings. Assessment of prior knowledge.	
2	Ecommerce continued Some case-studies	<p>*Activity1 – Hand this one in for marking</p> <p>Objectives:</p> <ul style="list-style-type: none"> ① Identify types of ecommerce activity on the web ② Become familiar with the WAI guidelines ③ Become aware of the key elements and purposes of the WAI guidelines ④ Apply the WAI guidelines to evaluation of ecommerce sites. <p>Part A: Surf the web for some ecommerce sites.</p> <ul style="list-style-type: none"> ① Make a list of the types of ecommerce sites you encounter (eg. Online shopping) ② Select one site you think is either a good or bad example. ③ Compile a list of design features you liked in the site. <p>Compile a brief list of things you did not like about the websites.</p> <p>Part B: Read the WAI guidelines and answer these questions:</p> <ul style="list-style-type: none"> ① What is the purpose of these guidelines? ② Describe each of the two themes of Accessibility as given in the guidelines? ③ Why are priorities used? What is meant by priority 1, priority2, priority 3. <p>Part C: Go back to the list of good and bad features you made for the website.</p> <p>What items did you identify that appear in the guidelines?</p> <p>Part D: Evidently the guidelines form a rather long document and furthermore not all guidelines maybe relevant to a particular website.</p> <ul style="list-style-type: none"> ① Take a look at the standards. ② Create an abbreviated checklist of 10-20 items which you think would be useful for evaluating an ecommerce site. ③ For example: Guideline 1 may be ④ ALT tags are used for all images <p>Marked out of 5</p>	

3	Immersive images Reality Studio	<p>* Activity2 – Hand this one in for marking <i>Stitching exercise and experimentation.</i> Objectives: Deduce the requirements for taking photographs that are to be used in stitched panoramas.</p> <p>Using photovista, stitch together the images provided. The results you will get are less than perfect. Examine the stitched results carefully. Write a description of the problems you notice. Suggest why (how) the problems were created when the original photographs were taken. What do you suggest should have been done when the original photographs were taken in order to improve the outcome?</p> <p>Marked out of 2</p>	
4	Virtual reality	<p>Reality studio tutorial exercises Available in hard copy Objectives: Become with familiar with the reality studio interface and be able to use it to produce a simple scene.</p> <p>NOTE BY TUTORIAL TIME NEXT WEEK YOU MUST HAVE AT LEAST SOME IDEA OF WHAT YOU WISH TO DO FOR YOUR PROJECT.</p>	
5	3D Modeling & VRML	<p>A review of project management is conducted in this tutorial slot</p> <p>* Activity3 – Hand this one in for marking Proposal writing exercise- for this exercise you must have some plan in mind of what you would like to do for your final project. In pairs you will take turns at being client and developer. As a developer your aim is to get inside your client's head and find out exactly what they want to do. You must them be able to write this up as a proposal for your client.</p> <p>Marked out of 4</p>	
mid semester break -- Easter			
6	3D Modeling & VRML guest lecture ?.	VRML	
7	1 HOUR MID SEMESTER TEST IN LECTURE. Dynamic Web technologies – javascript	<p>VRML Exercise to hand in. TBA</p> <p>Marked out of 2</p>	
8	ANZAC DAY PUBLIC HOLIDAY	Javascript	
9	Dynamic Web technologies – database driven websites – an intro to databases and to cold fusion	<p>Javascript Exercise to hand in. TBA Marked out of 2</p>	
10	Web Technologies – Databases and cold fusion	PROJECT	

11	Multimedia copyright and legal issues. ?guest lecture	PROJECT	
12	Webservers Network security	Project presentations	
13	Network security ?guest lecture	Project presentations	
ASSESSMENT FINAL PROJECT DUE ON FRIDAY WEEK 14			
14	Exam revision Course evaluation and feedback	Project presentations	

***This schedule is subject to change.*

5.0 Organisation and Teaching Methods

This course is composed of two hour lectures, two hour tutorials leading to a total of four contact hours per week.

Lectures will provide students with theoretical concepts that will then be implemented and explored during the following tutorials and laboratories.

6.0 Assessment

6.1

Item	Description	Weighting %	Due Friday of week:
MID SEMESTER TEST		15	TBA Will be held in lecture session
PROJECT WORK	Ecommerce webpages which includes immersive image component.	45	14
EXAM	Final exam	25	TBA End of sem exam period
TUTORIAL	Tutorial exercises marked course schedule above	15	Submitted and marked in tutorial sessions

6.2 Assessment Rationale

The projects will evaluate students' understanding and application of design concepts and production ideas as well as mastery of skills in software. The final exam permits each student to demonstrate their mastery of the course's theoretical component. Tutorial exercises encourage students to check their mastery of concepts as the semester progresses. The evaluation of the ecommerce site allows students to apply their knowledge of website accessibility and usability issues as well as to develop critical skills in the evaluation of multimedia products.

7.0 Texts and Supporting Materials

7.1 Specified Texts

nil

7.2 Support Materials Required

ZIP disks

8.0 Administration

- ⌚ Non-submission of a major piece of assessment will incur a fail grade for the course
- ⌚ Project submissions must reflect the work and original contribution of each individual student.
- ⌚ Any dishonest assignments will be dealt with under the rules applying in "The Process of Assessment, Grading and Dissemination of Results" and Statute 8.2 - Student Good Order as defined in the University Calendar.

- ⌚ Dishonest assignment include:
 - ⌚ deliberate copying or attempting to copy the work of other students;
 - ⌚ use of or attempting to use information prohibited from use in that form of assessment;
 - ⌚ submitting the work of another as your own; or
 - ⌚ plagiarism (i.e. taking and using as your own the thoughts and writings of another with the intent to claim the work as your own).

- ⌚ Full and detailed acknowledgment (e.g. notation, and/or bibliography) must be provided if contributions are drawn from the literature in preparation of reports and assignments.

- ⌚ Student must be able to produce a copy of all work submitted if so requested. ALL STUDENTS ARE REQUIRED TO KEEP BACK UP COPIES FOR ALL SUBMITTED ASSIGNMENTS. Loss of work due to improper back up procedures is not acceptable.

- ⌚ Assignments **MUST** be submitted by the due date and time. Extensions may be granted in exceptional circumstances by "Application for Extension" and **MUST** be made **BEFORE** the due date. Extension Application Forms are available from the Administration Office of the Faculty. Before an extension will be granted a review of the work completed to date **MUST** be undertaken with the Course Convenor.

- ⌚ Assignments submitted after the due date/time, without an authorised extension, will be penalised as follows:

⌚ One day (or part thereof) late	⌚ 10% of marks are deducted
⌚ Two days late	⌚ 20% of marks are deducted
⌚ Three days late	⌚ 30% of marks are deducted
⌚ Four days late	⌚ is considered a fail

- ⌚ Assignments submitted without clear student name, course, tutorial group number and tutor identification will be penalised.

- ⌚ Students are expected to spend time outside supervised tutorial periods developing skills and knowledge.