

COURSE TITLE                                    IMD 340 Video for Interactive Media  
COURSE PREREQUISITES                    IMD 130 Interactive Experience Design  
COURSE LENGTH                               10 Weeks / 60 Hours  
  
CREDITS   4

**COURSE DESCRIPTION**

Students develop an understanding of desktop video production, post-production, and delivery concepts in context of the Internet. Topics covered include: streaming, bandwidth, compression, file formats, and frame rates.

**COURSE COMPETENCIES**

1. Define the role and purpose of tools used in creating an interactive video project.
2. Demonstrate the use of entry to advanced multifunctional editing software. Define and explain the different frame rates appropriate for final delivery mediums.
3. Define the major methods of compressing video footage. And define the major file formats related to digital video. Identify strategies for delivering video to various platforms.

**REQUIRED TEXTBOOK  
SUGGESTED READING**

Tom Green, and Adam Thomas, *Foundation Flash CS3 Video*, friend of ED  
Reinhardt, Robert. (2007). *Video with Adobe Flash CS4 Professional*. Adobe Press  
ISBN:978-321-60623-5

- o *Getty Images*
- o *Book Library*; <http://my.safaribooksonline.com/home>
  - *User Name; aiwash Password; safariuser*

**OTHER MATERIALS**

Sketchbook / Pens / Pencils / DVD-Rs  
File transferring device (Flash-drive or portable hard-drive)  
Access to a Camcorder may be helpful for projects, but not required.  
Web Space

**COURSE GRADING**

The final grade will be based on the following:

Assignment	Title	Percent
Design	Rubric	15
Technical	Rubric	15
Communication	Rubric	15
Concept	Rubric	15
Final / Progress / ProcessBook		30
Attendance		
Professionalism	Rubric	10

**GRADE**

Marks	Grade		
100 to 92	A	78-79.9	C+
91.9 to 90	A-	77.9 to 72	C
89.9 to 88	B+	71.9 - 70	C-
87.9 to 82	B	69.9 - 67	D+
81.9 to 80	B-	66.9 - 60	D
		59.9 & below	F

**SUBMITTING ASSIGNMENTS**

- Assignments must be turned on time.
- All projects must be completed
- All assignments need to be uploaded to a web server / linked from your personal or group portal page.

- Assignments will **NOT** be accepted after the due date. Exceptions will be made only when you submit a written note explaining the circumstances that caused the delay and make a commitment to submit the assignment on a revised date. *The decision to accept and approve the exception is entirely at the discretion of the instructor.*

#### ATTENDANCE POLICY

- You are required to attend all class meetings, to arrive on time, and to stay for the duration of the class
- Students that arrive after the start time will be marked late
- There are no excused absences
- Students that leave class early will be marked absent
- 3% deduction-Missing more than 1 (one) hour of the class
- 1% deduction- 1 (one) minutes or more late to class.

#### STUDENT CONDUCT POLICY

The Art Institute of Washington expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy that disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Dean of Student Affairs.

#### ACADEMIC DISHONESTY

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course.

Academic dishonesty includes, but is not limited to, the following:

- Cheating;
- Plagiarism;
- Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved;
- Submission of any work (full or partial) not actually produced by the student.
- You must use MLA documentation for any and all materials used that were obtained from another source. There are strict limitations on materials used from another source. Details of these limitations are provided in the Project handouts.
- Students proven to have been dishonest in submitting or presenting their work in this class will receive the F (fail) grade for the class. Record of this incident will also be kept in the student's file. If such an incidence occurs and you would like to file a written appeal, you may do so with the academic director of the department.

#### STUDENT WITH DISABILITIES

It is AiW's policy to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete policy.

SCHEDULE

Week	Assignments Due	Topic/Activity
week 1		<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Copyright Safety Tips</li> <li>• Digital Video Fundamentals</li> <li>• Importance of Digital Video on the Web</li> <li>• URL Class page / Use HostGator</li> <li>• Internet Video</li> <li>• Types of Video</li> <li>• History of Web Video</li> <li>• Understanding Digital Video Basics</li> <li>• HD, NTSC, PAL, 4x3, 16x9, etc.,</li> </ul>
week 2	Proposal	<ul style="list-style-type: none"> <li>• Digital Video work pipeline</li> <li>• Capturing / Processing Video</li> <li>• Compression \MPEG\ H.264\ QuickTime\ Window Media Player</li> <li>• Adobe Premiere Pro to Flash</li> </ul>
week 3	Process Book part1 Video footage ready to editing Portal Page	<ul style="list-style-type: none"> <li>• Building Video Player</li> <li>• Actionscript</li> </ul>
week 4	Process Book part2 Interface Design/Sever	<ul style="list-style-type: none"> <li>• Building Video Player</li> <li>• Actionscript</li> </ul>
week 5	Final Process Book Logo, Banner	<ul style="list-style-type: none"> <li>• Interactive Video</li> <li>• Flash Video Interactivity</li> </ul>
week 6	Video 1upload	<ul style="list-style-type: none"> <li>• XML, and Flash</li> <li>• Sound in Video</li> </ul>
week 7	Video 2 upload	<ul style="list-style-type: none"> <li>• Flash Video Effects</li> <li>• Video Caption</li> </ul>
week 8	Video 3, 4 , 5, 6 upload	<ul style="list-style-type: none"> <li>• Putting together</li> </ul>
week 9	Pre Final	<ul style="list-style-type: none"> <li>• Final project critique</li> </ul>
week 10	<b>FINAL</b>	Final Presentations from the Web
week 11	<b>TBA</b>	TBA

**Please note:** The contents of this course outline may be revised by the instructor during the quarter. The changes may be effected to improve and facilitate the students' achievement of the competencies for the course.

Note