

EST 101 – Designing, Producing, and Developing Multimedia for Online Content Platforms

COURSE INFORMATION

Semester: Spring 2021

Course Number: EST 101

Course Title: Designing, Producing, and Developing Multimedia for Online Content Platforms

Credits: 3

Pre-requisite: EST 100 (Designing, Producing, and Presenting Multimedia Projects)

Instructors:

Matthew Henigman

Office: 1436 Computer Science

Office Hours: Tuesday 2-3:30pm online and by appointment

Email: matthew.henigman@stonybrook.edu

Lecture Recordings:

Tuesday and Thursday, 4:30pm-6:00pm

Zoom Meeting Location:

<https://stonybrook.zoom.us/j/7184967532?pwd=NFdXd3FlblExQmp1eVcvS0x0RURJUT09>

Meeting ID: 718 496 7532

Passcode: 071053

Text and Materials:

Reading materials, PowerPoint slides, and homework exercises will all be available online. Class announcements will be posted regularly and may or may not be sent to your associated SBU Gmail account.

Software:

While there is no required textbook for this course, it is highly recommended (required if not using on-campus SINC sites) that you subscribe to the **Adobe Creative Cloud**. This gives you access to *all* the software covered in this course. The costs associated with the software vary depending on the length of subscription. Please see <https://www.adobe.com/creativecloud/plans.html> for additional information. You can either pay for a monthly subscription or an annual subscription paid monthly. The cost of a monthly plan is considerably more than an annual subscription. With that in mind, the tools covered in the class will benefit the student long after course completion with many students continuing their subscription. Please make sure to be certain what plan you are signing up for. SBU and the instructor are not responsible for students' contract commitments.

The Adobe Creative Suite is also available in Windows-based and some Mac-based University SINC Sites.

The University provides free copies of Microsoft Office via the Office365 program. Visit office365.com, click on sign-in, and select "Work, School, or University." Use your full Stony Brook email account as your username and your *NetID* password.

As an enrolled student in an EST class, you are automatically enrolled in the Microsoft Imagine program. This program provides *thousands of dollars* in software for free to enrolled students. More information is available [here](#).

It is strongly recommended to use a PC updated to at least Windows 7 for this class. Support for Mac is limited as we are using the PC-based versions of the Adobe Creative Cloud. I will be using all Windows-based versions of the Adobe software, so should you choose to use a Mac for this class, please be aware that while the functionality of the Mac software is the same, there *are* interface differences.

Course Learning Objectives:

So you want to be an online content creator? Looking to dive into the world of YouTube, Instagram, TikTok, Reddit, etc? EST 101 builds on the multimedia asset building skills introduced in EST 100. Combine your photographic editing, graphic/logo design, and animation skills into a complete piece of online content for posting to online web content sites like YouTube, Instagram, and Reddit. Students will continue their exploration of the Adobe Creative Suite by developing their own videos (Adobe Premiere), audio samples/tracks (Adobe Audition), and graphics (Adobe Photoshop/Illustrator) to assemble content to post online. Learn to use the tools that some of the most popular YouTubers and online influencers use today and be limited only by your creativity and unique ideas. Create online videos with engaging content, smooth transitions, graphics, background audio/effects, and grab your audience's attention with your creativity.

Course Interaction:

1. Live Lecture Recordings (Synchronous)

There will be regularly scheduled times that the instructor will be recording weekly course material. This would typically be when the instructor would sit down and record their instruction about a given topic, but additionally, the instructor will post an invitation for students to join the recording. Attendance *is not mandatory* during these lecture recordings, but students are welcome and encouraged to attend so that if they should have questions regarding course material and/or tangential topics, they can bring them up in real-time.

- a. Important Note: Students will also have an opportunity to earn bonus points for attendance during the instructor's lecture recordings. These bonus points will be applied to course areas such as quizzes. Students will not be penalized in any way for not attending lecture recordings and can earn a perfect grade without a single lecture recording bonus point. Also, bonus points are only given to students that actively participate and/or contribute to the lecture recording. A student simply signing into the Zoom lecture recording and not paying attention/contributing will not receive bonus points.

2. Online Lecture Recordings (Asynchronous)

The Live Lecture Recordings (1) mentioned above will be available for later viewing. Students will be able to view these lecture and meeting recordings at their convenience. They will be able to fast forward, pause, rewind the recordings just as they would any other multimedia recording. They will also have access to any additional topics or information brought up by attending students during the recording.

3. Course Format and Material Question Discussion Boards (Asynchronous)

Course content and format discussion boards will be available for students to ask questions regarding presented course materials. This discussion board will be checked regularly by the instructor, but students will also be encouraged to answer the questions of fellow classmates (correctly answered questions by students may earn bonus points similar in manner to live lecture recording participation. This allows a fair method for students to earn bonus points if they cannot attend lecture recordings.) This discussion board will be treated as a "Course FAQ" where students can find answers to frequently asked course material questions. Should there be a considerable number of questions regarding a given topic, the instructor will schedule an additional lecture recording to answer these questions in greater depth where the students with questions can attend or watch the recording at their convenience.

4. Discussion Questions (Asynchronous)

Regular weekly discussion questions will be posted for students to answer based on current trends/topics in digital content creation. They will typically consist of a technical and opinion component. Students will be asked how to complete/answer a technical question and the state their opinion about a related topic. Full credit will be given to students who support their opinion (via articles, books, citing, etc.) and not be judged on their actual opinion.

Students are expected to complete and present several of their multimedia projects. This will include a completed project from several areas/software: Adobe Premiere, Audition, and a YouTube upload.

Weekly Blackboard Group Discussions:

You will be expected to actively participate in all group discussions. Active participation means providing meaningful expression and well thought out answers to instructor questions. A short answer like “I agree or disagree” or any other one-liner answer does not constitute meaningful dialogue and will not be counted toward your participation grade. You are required to post an answer to each discussion question and respond to at least two other student postings within the discussion. That is a total of 3 required responses. Each discussion will open on Tuesday morning (6:00 am) and close the following Tuesday (11:59pm) in the respective week. Students waiting to post during the last days of the discussion **will lose points** as it shows lack of participation and to be fair to your classmates as they rely on you to provide posts to respond to.

You can access class information on-line at: <http://blackboard.stonybrook.edu>

For help or more information see: <http://www.sinc.sunysb.edu/helpdesk/docs/blackboard/bbstudent.php>
For problems logging in, go to the helpdesk in the Main Library SINC Site or the Union SINC Site, you can also call: 631-632-9602 or e-mail: DoIT_Client_Support@stonybrook.edu

Blackboard will enable easy tracking of progress and grades on each assignment. Posted grades are not FINAL until indicated. Do NOT be fooled by the total number of points in blackboard as the semester progresses as they are not weighted.

Social Norms:

1. New materials will generally be posted on Tuesday and Thursday morning of each week.
2. Unless specified differently, any assignment, including discussion or quiz is due the following Tuesday or Thursday (at 11:59pm) of the day assigned of the respective week.
3. No late assignment or project submission will be accepted, unless a medical note with contact information is provided.
4. All emails will be answered within 1-2 business days. When the University is closed, emails will not be responded to until the day school reopens.

No submissions of any kind will not be accepted via email. No exceptions. All submissions must be via Blackboard assignment postings.

Evaluation:

- 20% Discussion Assignments
- 20% Quizzes
- 15% Audition Project
- 15% Premiere Project
- 15% Web Channel Project
- 15% YouTube Presentation

Percentage %	Equals Letter Grade
$\geq 94\%$	A
$\geq 90\%$, but less than 94%	A-
$\geq 87\%$, but less than 90%	B+
$\geq 83\%$, but less than 87%	B
$\geq 80\%$, but less than 83%	B-
$\geq 77\%$, but less than 80%	C+
$\geq 73\%$, but less than 77%	C
$\geq 70\%$, but less than 73%	C-
$\geq 67\%$, but less than 70%	D+
$\geq 64\%$, but less than 67%	D
$< 64\%$	F

Semester Breakdown

Week	Topic
1	Introduction
2	Common Online Content Metrics
3	Review of Static Assets (EST 100 Pre-requisite) - Images, Illustrations, Sounds, and Animations
4	Introduction to Audition
5	Common Audio Metrics, Compression and Quality
6	Audio Tracks and Sampling
7	Your First Audio Track
8	Introduction to Premiere
9	Common Video Metrics, Compression and Quality
10	HD vs. 4K, Quality, YouTube Compatibility and Trade-
11	Editing Video and Video Tracks
12	Combining Video Tracks with Audio, Syncing
13	Picking Your Passion and Finding a Niche
14	<i>Thanksgiving Break</i>
15	Bringing It All Together, Video, Audio, Graphics,
16	YouTube Presentations and Conclusion

Summer Breakdown

Week	Topic
1	Introduction
	Common Online Content Metrics
	Review of Static Assets (EST 100 Pre-requisite) - Images, Illustrations, Sounds, and Animations
2	Introduction to Audition
	Common Audio Metrics, Compression and Quality
	Audio Tracks and Sampling
3	Your First Audio Track
	Introduction to Premiere
	Common Video Metrics, Compression and Quality
4	HD vs. 4K, Quality, YouTube Compatibility and Trade-Offs
	Editing Video and Video Tracks
	Combining Video Tracks with Audio, Syncing
5	Picking Your Passion and Finding a Niche
	<i>Thanksgiving Break</i>
6	Bringing It All Together, Video, Audio, Graphics, Transitions
	YouTube Presentations and Conclusion

DISABILITY SUPPORT SERVICES (DSS) STATEMENT

If you have a physical, psychological, medical or learning disability that may impact your course work, please contact Disability Support Services, ECC (Educational Communications Center) Building, room128, (631) 632-6748. They will determine with you what accommodations, if any, are necessary and appropriate. All information and documentation is confidential.

ACADEMIC INTEGRITY STATEMENT

Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Faculty are required to report any suspected instances of academic dishonesty to the Academic Judiciary. Faculty in the Health Sciences Center (School of Health Technology & Management, Nursing, Social Welfare, Dental Medicine) and School of Medicine are required to follow their school-specific procedures. For more comprehensive information on academic integrity, including categories of academic dishonesty, please refer to the academic judiciary website at <http://www.stonybrook.edu/uaa/academicjudiciary/>

CRITICAL INCIDENT MANAGEMENT

Stony Brook University expects students to respect the rights, privileges, and property of other people. Faculty are required to report to the Office of Judicial Affairs any disruptive behavior that interrupts their ability to teach, compromises the safety of the learning environment, or inhibits students' ability to learn. Faculty in the HSC Schools and the School of Medicine are required to follow their school-specific procedures.

The materials in this course available online or via a website link are for the exclusive use of registered students currently enrolled in this course and may not be further distributed. In addition to legal sanctions, violation of these copyright prohibitions may result in University disciplinary action.

This Syllabus and set of guidelines may be changed by the instructor at any time during the semester.