

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**AUDIO/VIDEO FOR THE WEB
WEB 2120**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Spring 2011

NOTE: This course is not designed for transfer credit.

Catalog Course Description:

This course is designed to familiarize students with the technologies associated with bringing photographic (film, video and still) images and audio to the internet environment and enable students to identify and use the tools which facilitate these media in Web sites. Appropriate media selection, software tools for encoding various media, delivery system attributes and limitations, associated file types, audio and video codecs and software players will be discussed. Students will learn to prepare aural and visual media for the Web by creating and encoding assigned projects.

Entry Level Standards:

Basic knowledge of computing, the Internet, HTML and Web site construction

Prerequisites:

WEB 1600 or CSIT 2645 or equivalent for WEB students; VPT 1030 for VPT students

Textbook(s) and Other Course Materials:

The following materials are available from the Pellissippi State Bookstore.

Required Text:

Hands on Guide to Streaming Media, Joe Follansbee, Focal Press, 2006. ISBN# 0-240-80863-0.

Supplementary Materials:

Online Lynda.com video tutorials (provided by college).

QuickTimePro from Apple.com and Flip4Mac with online payment.

Software for SFTP, secure file transfer protocol (download and installation instructions for Filezilla and FUGU in course)

Other software will be downloaded as needed: WindowsMedia Player, RealPlayer, Flash, Flash/Shockwave Player, QuickTime Player, WindowsMedia Producer, Real Producer.

I. Week/Unit/Topic Basis:

Week	Topic
1	Class objectives/Introduction/Review Syllabus Equipment and software for the course
2	Streaming and QuickTime

3	Web Server Streaming
4	Preproduction
5	Production and Post
6	Encoding Windows Media
7	Encoding Real
8	Encoding QuickTime
9	Encoding Flash
10	Edit and Embed Events
11	Servers
12	Metatables
13	Embedding
14	Advanced Topics
15	Final Exam Period

II. Course Goals*:

The course will:

- A. Develop an understanding of the dominant technologies used to bring still and moving images and audio to the Internet. I
- B. Enable the identification and use of tools that facilitate these media in Web sites. V
- C. Enable the selection of media appropriate for use in Web sites. V,VI
- D. Develop skill in using software tools for preparing and encoding various media types for use on the Internet. I
- E. Develop a demonstrable knowledge of media file types. I
- F. Develop an understanding of delivery system attributes and limitations. III
- G. Develop skill using dominant audio and video codecs to convert and encode media for the appropriate software players. III
- H. Learn to create media with characteristics appropriate for delivery on the Web. I,II,III
- I. Demonstrate the ability to incorporate various audio and image media in Web sites. I,II
- J. Demonstrate knowledge of interactive features in streaming media. I,II,III,IV
- K. Perform all technical aspects of designing, planning, creating, selecting, capturing, editing, converting, encoding, linking, uploading and testing audio and video in Web sites. V,VI

*Roman numerals after course objectives reference goals of the Web program (Career Program Goals and

General Education Goals are listed http://www.pstcc.edu/departments/curriculum_and_instruction/syllabi/)

III. Expected Student Learning Outcomes*:

The student will be able to:

1. Write explanations of the principle concepts of the dominant technologies that facilitate the use of audio, video and photographic images on the Internet. A
2. Use appropriate terminology to identify and discuss media types and delivery systems and processes. A,B,C,E
3. Identify appropriately prepared media for use in Web sites. A,B,C,E
4. Select equipment and software appropriate for preparing specific audio and image media types to use in Web sites. C
5. Locate and install software used to prepare audio and video for use on the Internet. F,G
6. Perform all technical aspects of designing, planning, creating, selecting, capturing, editing, converting, encoding, linking, uploading files to web and streaming servers and testing audio and video in Web sites. K
7. Effectively use time management principles for their projects and assignments. B
8. Contribute to class discussion and project critiques and use the appropriate terminology to describe and evaluate media, procedures, equipment, software and delivery systems. B
9. Use tools of the Internet to communicate, manage, produce and work with others. B

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

IV. Evaluation:

A. Testing Procedures: 50% of grade

Students will complete quizzes over required readings. There will be 10 quizzes and a cumulative final exam over required readings.

B. Exercise Expectations: 50% of grade

Students will complete weekly exercises to practice and demonstrate skills preparing and deploying web audio and video media.

C. Grading Scale:

- A 90-100
- B+ 85-89
- B 80-85
- C+ 75-79
- C 70-75
- D 60-69
- F 60 or less

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

Communications:

1. All communications among students and faculty will be professional, will use professional language and will take place in the designated times and forms outlined in assignments.
2. E-mails to the instructor must be less than 100 words each and will be answered once during office hours that will be posted with the assignment schedule. Telephone calls will be answered during office hours.

Completion:

1. All assignments, exams and projects must be completed in the specified form as outlined and must be submitted by the deadlines posted in the assignment schedule.

Facilities: Students must have a valid Pellissippi ID to be presented on demand to gain access to Pellissippi facilities.

Hardware/Software Requirements for This Course

IBM-type criteria:

Hardware:

- Intel Pentium 4, Intel Centrino, Intel Xeon, or Intel Core Duo (or compatible) processor.
- Microsoft Windows XP with Service Pack 2 or Windows Vista Home Premium, Business, Ultimate or Enterprise (certified for 32-bit editions)
- 1 GB of RAM
- 5 GB of available hard-disk space
- 1024 x 768 monitor resolution with 16-bit video card
- CD-ROM drive (DVD preferred)
- High-speed Internet connection such as cable modem or DSL recommended, if possible
- computer speakers and microphone

Software:

- Internet Explorer
- Macromedia Shockwave and Flash players. Download free from <http://www.adobe.com/downloads/>
- Adobe Acrobat Reader. Download free from <http://www.adobe.com/support/downloads/main.html>
- OPTIONAL: Firefox browser

Macintosh criteria:

Hardware:

- PowerPC G4 or G5 or multicore Intel processor
- Mac OS X v.10.4.8
- 1 GB of RAM
- 7 GB of available hard-disk space
- 1024 x 768 monitor resolution with 16-bit video card
- CD-ROM (DVD preferred)
- High-speed Internet connection such as cable modem or DSL recommended, if possible
- computer speakers and microphone

Software:

- QuickTime Pro
- Macromedia Shockwave and Flash players. Download free from <http://www.adobe.com/downloads/>
- Adobe Acrobat Reader. Download free from <http://www.adobe.com/support/downloads/main.html>
- OPTIONAL: Firefox browser