

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>	<b>Contact Name:</b> Kathryn Summers	<b>Phone:</b> x6202
<b>DEPARTMENT / DIVISION:</b> School of Information Arts & Technologies		
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):		
2. & 7. Change name and description of IDIA 619 from Multimedia for the Internet to Interactive Multimedia		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Year: 2009		

<b>Box 1: TYPE OF ACTION</b>	ADD(NEW) <input type="checkbox"/>	DEACTIVATE <input type="checkbox"/>	MODIFY <input type="checkbox"/>	OTHER <input checked="" type="checkbox"/>
<b>Box 2: LEVEL OF ACTION</b>	Non-Credit <input type="checkbox"/>	Undergraduate <input type="checkbox"/>	Graduate <input type="checkbox"/>	OTHER <input type="checkbox"/>

<b>Box 3: ACTION ITEM</b> (check appropriate boxes)		<b>DOCUMENTS REQUIRED</b> (see box 4 below)	<b>IMPACT REVIEWS</b> (see box 5 on back)	<b>APPROVAL SEQUENCE</b> (see box 6 on back)
	1. Experimental Course <sup>1</sup>	NOP	a, c, e	AC
X	2. Course Title	NO		ABCD
	3. Course Credits	NO		ABCD
	4. Course Number	NO		ABCD
	5. Course Level	NO		ABCD
	6. Pre & Co-Requisite	NO		ABCD
X	7. Course Description	NOP		ABCDEF
	8. New Course	NOP		ABCDEF
	9. Deactivate a Course	NO		ABCDEF
	10. Program Requirements	NO	b, c, d, e	ABCDEF
	11a. UG Specialization (24 credits or less)	NO	a, b, c, d, e	ABCDEF
	11b. Masters Specialization (12 credits or less)	NO	a, b, c, d, e	ABCDEF
	11c. Doctoral Specialization (18 credits or less)	NO	a, b, e	ABCDEF
	12. Closed Site Program	NOT	e	ABCDHIK
	13. Program Suspension <sup>9</sup>	NO,5	a, e	ABCDEGIK
	14a. Certificate Program (ug/g) exclusively within existing degree program	NO	a, c, e	ABCDEFHIK
	14b. Certificate Program (ug/g) where degree programs do not exist or where courses are selected across degree programs (12 or more credits)	NOQR, 6	a, c, e	ABCDEFHJL
	15. Off-Campus Delivery of Existing Program	NO, 4	a, b, c, e	ABCDHIL
	16a. UG Concentration (exceeds 24 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16b. Masters Concentration (exceeds 12 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	16c. Doctoral Concentration (exceeds 18 credit hours)	NO, 5	a, c, d, e	ABCDEFHJL
	17. Program Title Change	NO, 5	a, c, d, e	ABCDEFHJL
	18. Program Termination	NO, 10	d, e	ABCDEFHIK
	19. New Degree Program	NOQR, 3,8	a, c, d, e	ABCDEFHJL
	20. Other	Varies	Varies	Varies

<b>Box 4: DOCUMENTATION (check boxes of documents included)</b>			
X	N. This Cover Sheet	Q. Full 5-page MHEC Proposal	T. Other
X	O. Summary Proposal	R. Financial Tables (MHEC)	
X	P. Course Definition Document	S. Contract	

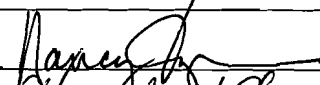
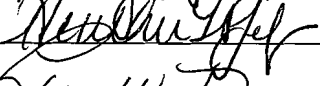
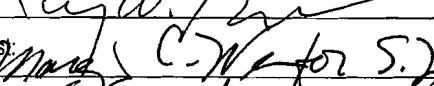

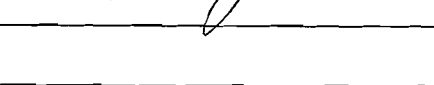
- Approval of experimental course automatically lapses after two offerings unless permanently approved as a new course.
- Codes: a) Library Services (Langsdale or Law) b) Office of Technology Services c) University Relations d) Admissions
- Letter of Intent is required by USM at least 30 days before a full proposal can be submitted. Letter of Intent requires only the approval of the dean and the provost and is forwarded to USM by the Office of the Provost.
- One-page letter to include: Program title & degree/certificate to be awarded; resources requirements; need and demand; similar programs; method of instruction; and oversight and student services (MHEC requirement)
- One-page letter with description and rationale (MHEC requirement)
- One or two-page document that describes: centrality to mission; market demand; curriculum design; adequacy of faculty resources; and assurance program will be supported with existing resources. (MHEC requirement)
- Learning objectives, assessment strategies; fit with UB strategic plan
- Joint Degree Program or Primary Degree Programs require submission of MOU w/ program proposal. (MHEC requirement)
- Temporary suspension of program to examine future direction; time not to exceed two years. No new students admitted during suspension, but currently enrolled students must be given opportunity to satisfy degree requirements.

**DOCUMENT N: COURSE AND PROGRAM DEVELOPMENT COVER SHEET (Page 2 of 2)**

<b>SCHOOL:</b>	LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/>
<b>SHORT DESCRIPTION OF PROPOSAL</b> (state name of action item 1-20 and course name, code & number / program affected):	
2 & 7 CHANGE NAME AND DESCRIPTION OF IDIA 619	

10. Provide:
- a. evidence that the action is consistent with UB mission and can be implemented within the existing program resources of the institution.
  - b. proposed date after which no new students will be admitted into the program;
  - c. accommodation of currently enrolled students in the realization of their degree objectives;
  - d. treatment of all tenured and non-tenured faculty and other staff in the affected program;
  - e. reallocation of funds from the budget of the affected program; and
  - f. existence at other state public institutions of programs to which to redirect students who might have enrolled in the program proposed for abolition.
11. University Council *review* (for a recommendation to the President or back to the Provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

Box 5: IMPACT REVIEW	SIGNATURES (see procedures for authorized signers)	DATE
a. Library <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
b. OTS <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	CIO or designee:	
c. University Relations <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
d. Admissions <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Director or designee:	
e. Records <input type="checkbox"/> No impact <input type="checkbox"/> Impact statement attached	Registrar or designee:	

Box 6: APPROVAL SEQUENCE	APPROVAL SIGNATURES	DATE
A. Department / Division	Chair: 	11/13/08
B. Final faculty review body within each School	Chair: 	11/18/08
C. College Dean	Dean: 	11/23/08
D. Provost and Senior Vice President for Academic Affairs	Provost: 	12/1/08
E. Curriculum Review Committee (UFS subcommittee)	Chair: 	12/3/08
F. University Faculty Senate (UFS option)	Chair:	
G. University Council (see # 11 above)	Chair:	
H. President	President:	
I. Board of Regents – notification only		
J. Board of Regents – approval		
K. MHEC – notification only		
L. MHEC – approval		
M. Middle States Association notification	Required only if the mission of the University is changed by the action	

**DOCUMENT O: SUMMARY PROPOSAL**

See Course and Program Development Policy and Procedures for Instructions

<b>SCHOOL:</b> LAW <input type="checkbox"/> MSB <input type="checkbox"/> YGCLA <input checked="" type="checkbox"/> X	<b>Contact Name:</b> Kathryn Summers	<b>Phone:</b> x6202
<b>DEPARTMENT / DIVISION:</b> School of Information Arts & Technologies		
<b>SHORT DESCRIPTION OF PROPOSAL (state action item 1-23 and course name &amp; number or program affected):</b>		
2. & 7. Change name and description of IDIA 619 from Multimedia for the Internet to Interactive Multimedia		
<b>PROPOSED SEMESTER OF IMPLEMENTATION:</b> Fall <input type="checkbox"/> X Spring <input type="checkbox"/> Year: 2009		

**O-1: Briefly describe what is being requested:**

- This is a name change that we thought had already been implemented several years ago, but apparently it was not. We currently have some inconsistency among websites and publications regarding the name and we'd like to get it all standardized. The name Interactive Multimedia is a better match for course content and for current usage in the field.
- The course description has also been edited to reflect the course's current content

**Old course description:**

A practical and theoretical introduction to genres, strategies, and techniques for producing multimedia content for the Internet. Students examine existing multimedia content while developing creative skills in one or more standard authoring systems. Background readings provide theoretical context for development of individual projects. Prerequisite: PBDS 660 or a passing score on the Hypermedia Media Exam. Lab fee required.

**New course description:**

A practical and theoretical introduction to genres, strategies, and techniques for producing interactive multimedia projects for the Internet. Students learn to program with a scripting language such as ActionScript to create interactive information tools such as games, simulations, and dynamic Web sites. Background readings provide theoretical and practical context for development of individual projects. Prerequisite: PBDS 660 or a passing score on the Hypermedia Exam. Lab fee required.

For new courses or changes in existing courses (needed by Registrar)

<b>OLD Title:</b> Multimedia for the Internet	<b>Course # / HEGIS Code:</b> IDIA 619	<b>Credits:</b>
<b>NEW Title:</b> Interactive Multimedia	<b>Course # / HEGIS Code:</b>	<b>Credits:</b>

**O-2: Set forth the rationale for the proposal:**

Because technology is always changing, and the needs of the field of interaction design are constantly evolving, the course content needs to be updated periodically in order to stay relevant and current. The new description better matches the updated course content, and should be accurate for the next several years. The name change is for the sake of consistency and is a better match for course content and for current usage in the field.

## **Required Format for Master Course Document (Document P)**

Issued by: Wim Wiewel, Provost and Senior Vice President for Academic Affairs  
Effective Date: September 6, 2006  
Reviewed by: University Faculty Senate

Include in your master course document items one through 15 using as much space as needed.

1. Date Prepared: October 14, 2008
2. Prepared by: Kathryn Summers
3. Department: School of Information Arts & Technologies
4. Course Numbers: IDIA 619
5. Course Title: Interactive Multimedia
6. Credit Hours: 3
7. Prerequisites: PBDS 660: Introduction to Hypermedia
8. Course Purpose: one of two alternatives for IDIA core courses, can also count as an elective
9. Rationale: Course already exists, but the catalog description and name need clarification
10. Catalog Description:

A practical and theoretical introduction to genres, strategies, and techniques for producing interactive multimedia projects for the Internet. Students learn to program with a scripting language such as ActionScript to create interactive information tools such as games, simulations, and dynamic Web sites.

Background readings provide theoretical and practical context for development of

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individual projects. Prerequisite: PBDS 660 or a passing score on the Hypermedia Exam. Lab fee required.

11. Suggested approximate class size: 22 (in accordance with teaching lab size)
12. Content Outline:

**Required Text:** Vogeleer, *Macromedia Flash 8 Professional Unleashed* (Sams, 2005).

**Recommended Software:** Macromedia Flash 8 Professional

### **Week One**

Introduction to course and Macromedia Flash 8

Demo: timeline vs. scripted animation

READ: Chapters 1-5 of Vogeleer

### **Week Two**

Introducing ActionScript; ActionScript 1.0 vs. 2.0; forms of scripting

Lab 1: Ball-in-a-box

READ: Vogeleer, chapter 8; Manovich, "Generation Flash" ([online](#))

DUE: Server Setup Assignment

### **Week Three**

Lecture/demos: Randomization; Arrays; image replacement; sprite animation

READ: Vogeleer, chapters 9 and 10

### **Week Four**

Lab 2: Random image montage

READ: Vogeleer, chapters 11 and 12

### **Week Five**

Lecture/demo: Masking and animated masks; draggable objects; time control

READ Vogeleer, chapters 13 and 14

DUE: Labs 1 and 2

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## **Week Six**

Lab 3: Tickertype

## **Week Seven**

Lecture: Building Flash games; *Orisinal* Web site; hit testing; sprite animation

## **Week Eight**

Lab 4: Invader game  
DUE: Game Analysis Write-up

## **Week Nine**

Lecture/demo: Triangulation and proximity; object sound;  
Soundscape project  
Work on Labs 3 and 4

## **Week One**

Class does not meet

## **Week Ten**

Lecture/demo: Alignment effects; object behavior; Hunter/Quarry project  
DUE: Labs 3 and 4

## **Week Eleven**

Lab 5: Hunter/Quarry

## **Week Twelve**

Lecture/demo: scrollable map; Flash and video content; preloading; Flash 8 features  
DUE: Proposal for Final Project

## **Week Thirteen**

Final project clinic

## **Week Fourteen**

Final project clinic

**Week Fifteen**

DUE: Lab 5 and Final Project

13. Learning Goals:

- a. Students will learn how to identify the strategic goals of both stakeholders and users and respond to those needs by designing online interactions
- b. Students will acquire and demonstrate proficiency in using Flash scripting in creating online interactions

14. Assessment Strategies:

- a. Final project will demonstrate skills in new media design and creation, including a focus on meeting strategic requirements and user needs

15. Text(s) and Materials: textbook will vary based on instructor

16. Lab Fees: Yes (\$65)