

Please look at the course syllabus in OWL ([owl.uwo.ca](http://owl.uwo.ca)).

Computer Science 1033

## WELCOME TO MULTIMEDIA & COMMUNICATIONS

*"Education: Being able to differentiate between what you do know and what you don't. It's knowing where to go to find out what you need to know; and it's knowing how to use the information once you get it." → William Feather*

## Overview of Today's Topics

- Introduction to the lecturers and let's find out about you!
- Introduction to the course
- What will you need to purchase
- Go over course outline
- Visit the course website:
  - <http://owl.uwo.ca>
- Closing Remarks

**LOTS OF VALUABLE INFORMATION**

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## Introduction to the Lecturer

- **Monday Night Class**
  - Head Instructor: Laura K. Reid (but Bryan Sarlo and I co-teach the course)
  - Email: [lreid@csd.uwo.ca](mailto:lreid@csd.uwo.ca)
  - Office: Middlesex College Room 416 (hard to find, you need to use the south stairs or the south elevator)
  - Office Hours (both in person and on zoom):
    - Mondays 1:00pm – 2:00pm
    - Wednesdays 10:00am – 11:00am
    - Other available by email appointment
- The best way to contact me is via email:
  - Make sure you put CS1033 in the subject line.
  - Email me with your @uwo.ca account.
  - I may email the entire class sometimes, check your UWO email at least every 72 hours.
  - NOTE: I don't always check email on Saturday and Sunday.

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## Introduction to YOU

- How many of you are:
  - In first year?
  - In MIT?
  - In BMOS?
  - In Computer Science?
  - In second, third or fourth year?
- How did you hear about this course?
  - From a friend or relative
  - From a counsellor
  - Read about it in the calendar or on the web

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## Introduction to YOU

- How many of you have used:
  - Affinity Photo/Photoshop?
  - Web building software?
  - FTP?
  - Animation building software?
  - Sound editing software (like Audacity)?
  - Movie making software (like iMovie)?
- **DON'T WORRY! REMEMBER:** I am assuming you don't know any of the above software!




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## Introduction to the Course

- What is this course all about?
  - Communication on the world wide web!
    - What to communicate → up to you
    - How to communicate → up to you but with some guidance from me

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Communications	Multimedia
<ul style="list-style-type: none"> <li>Convey thoughts</li> <li>Exchange Ideas               <ul style="list-style-type: none"> <li>Make sure you are:                   <ul style="list-style-type: none"> <li>Articulate</li> <li>Clear</li> <li>Easy to understand</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>How to do I put those thoughts on the Internet?               <ul style="list-style-type: none"> <li>Text</li> <li>Images</li> <li>Video</li> <li>Sound</li> <li>Animation</li> </ul> </li> </ul>



## Communication on the Web

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## Learning Outcomes

- Upon completion of this course, you should be able to:
  - Apply the 4 basic design principles in order to create an effective and eye pleasing design
  - Sample and quantize different forms of analog data to convert it to digital data
  - Understand how compression affects different forms of data and how to helps us decide how we represent the data
  - Explain how the internet is represented, how data travels across it and how websites are represented on it
  - Describe the algorithm Google uses when searching and the other considerations it takes into account when performing a search.
  - Describe how animation, video and audio are represented on a computer
  - Create and manipulate images and animation using PowerPoint
  - Create and edit video clips and audio clips
  - Create webpages that include text, images, video, animations and audio WITHOUT using template based web building software

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## What will I learn?

<ul style="list-style-type: none"> <li>LECTURES → Multimedia Components           <ul style="list-style-type: none"> <li>Text</li> <li>Graphics</li> <li>Animation</li> <li>Video</li> <li>Sound</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>LABS (10 labs) →           <ul style="list-style-type: none"> <li>File Transfer (1)</li> <li>Affinity (2)</li> <li>HTML5Editor(3)</li> <li>PowerPoint Animation(2)</li> <li>Audacity (1)</li> <li>Shotcut and integration (1)</li> </ul> </li> </ul>
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## What do you need to purchase?

- Digital Textbook for this course!
- Costs just around \$3
- It contains more in-depth topics taught in class, review questions after
- Purchase book here: <https://he.kendallhuntand-communication>



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## What do I need to purchase?

- Lecture notes are available on the website
- Software is available in MC230 and NCB105 (perhaps MC235 also....SORT OF!)
- Following software is free:
  - Shotcut
  - Audacity
  - SFTP Software (WinSCP is available from ITS, Mac users can use Fugu or Filezilla)
  - HTML5-Editor

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## What will I need to purchase?

- Affinity Photo Software (72 dollars):**  
MAKE SURE YOU GET AFFINITY **PHOTO** (NOT Designer or Publisher)  
<https://affinity.serif.com/en-gb/photo/#buy> (NOT the iPad Version)
- Note: Western students gets a discount. It will cost 45 dollars but you **MUST** order before **Friday, January 27** or you will NOT get the discount. Then you will receive your license key the following week (week of **January 30<sup>th</sup>**) (we have to do a bulk purchase).
  - The place you pay is here: <https://csd.purplepay.uwo.ca/> **45 dollars**
  - You need to indicate the operating system of your laptop
  - Do NOT click on the CONTACT US Link - they can't help, just be patience, it is a mass order so it takes time.**
- MC230 and NCB105 have Affinity Photo
- Free 7 day trial version
- Middlesex College labs are open 24/7 as long as there is no lab being conducted in them. You need your student card to get into the building and into the lab rooms.

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## Peer Marking Subscription

- We are doing Peer Marking for the assignments (more info in a minute)
- Kritik.io
- 20 dollars
- **You MUST purchase a subscription to this in order to take this course. You cannot complete the course without making this purchase.**

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## Let's go over the Course Outline

- **READ THE COURSE OUTLINE**, it is a contract between you and me!
- Lectures → We are doing **FLIPPED/BLENDED CLASSES!**
- Quizzes → worth 8% of final grade
- Integrity Quiz → worth 1% of final grade
- Labs → worth 8% of final grade
- Assignments:
  - Poster Assignment → 8 %
  - Web Assignment → 15 %
  - Major Assignment → 20 %
- Exam → worth 40%

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## Consulting

- Both professors have office hours
- Each of our teaching assistants must consult 2 hours a week during assignments.
- Consulting by teaching assistants will likely be done via Zoom – please check Owl for the zoom room and remember that the t.a. will only let you in one at a time.
- Consulting hours are posted in Owl.

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## Lectures

- This is our second year trying out blended classes.
- Lectures will be videos that you watch every week on your own time.
- Come to class every **OTHER** week and we will do activities that will help you do better on the quizzes and the assignments → **FLIPPED/BLENDED CLASSROOMS!**
- The dates for the flipped classrooms (i.e. the dates you come to class) are:
  - Monday, Jan 16 (watch videos week 1 & 2)
  - Monday, Jan 30 (watch videos week 3 & 4)
  - Monday, Feb 13 (watch videos week 5 & 6)
  - Monday, March 6 (watch videos week 7 & 8)
  - Monday, March 20 (watch video week 9 & 10)
- We will do activities mostly during these sessions to reinforce material, we will not be teaching you new material.

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## Lectures/Quizzes continued

- On the opposite weeks, you will have a quiz **during YOUR lecture time** to make sure you are watching the videos. The quizzes will be:
  - Monday, Jan 23 (watch videos week 1 & 2)
  - Monday, Feb 6 (watch videos week 3 & 4)
  - Monday, Feb 27 (watch videos week 5 & 6)
  - Monday, March 13 (watch videos week 7 & 8)
  - Monday, March 27 (watch video week 9 & 10)
- **Quizzes Info:**
  - 40 minutes long
  - Always on the previous 2 weeks worth of lecture videos (not lab material unless they overlap)
  - Given via Owl and open book (only open during lecture time)
  - We drop your lowest quiz.

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## Labs

- Always bring a memory stick to your lab! Labs 8, 9 and 10 bring headphones.
- Labs are worth 1 mark each but we drop your lowest two labs. Lab marks add up to 10, you will get either 8% or the total of all your lab marks, which ever is lower.
- Need your student card to open the door to the labs in Middlesex College
- Lab attendance is mandatory
- You **MUST** attend the lab you registered for; you may **NOT** switch labs during the term.
- Labs 1-10 are worth 1% each
- Your lab mark will be updated every week in Owl by your teaching assistant.
- You can not make up a lab, that is why we mark it out of 8 rather than 10, so you have a bit of wiggle room in case you are sick/busy/sleep in two weeks!
- If you miss more than 2 labs, the weight of the missed lab will move to the final exam. Keep in mind:
  - it is easier to get 100% on the lab than on the final exam so it is **NOT** a good option to skip a lab
  - There will be questions about the labs on the final exam, so it is **NOT** a good option to skip a lab
  - The assignments are based on your understanding of the labs, so it is **NOT** a good option to skip a lab
  - Some labs build on knowledge from previous labs, so it is **NOT** a good option to skip a lab.

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## Labs continued...

- Remember to ALWAYS sign the TA's attendance sheets! It is up to you to make sure that your attendance was recorded so you get the mark.
- You MUST do the lab during the 2 hour lab period. DON'T come to the lab with it already completed.
- If you are trying/working hard, you will get the 1%, if you are playing on your phone the whole lab, you will NOT get the 1% even if you show up.
- If you attended and completed a lab but your mark isn't updated within a week, contact the TA to ask about the missing mark. Don't wait until the end of term to ask about missing marks.
- Once the lab marks are posted, you have 2 weeks to complain if it is incorrect.

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## Labs continued...

- A strike out in the gradebook in owl is just to show that we drop your 2 lowest marks
- I only teach this course, I have nothing to do with enrollment so I can NOT switch your lab for you.
- We do NOT allow you to switch labs, so please do not waste our time by emailing us during the term to see if you can do it just for one week.

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## Assignments

- Poster Assignment** → Design a poster for a given scenario (Affinity) (8%)
- Web Assignment** → Design a website for a given scenario (HTML5-Editor & Affinity) (15%)
- Major Assignment** → Design a website about **Summer** (HTML5-Editor, Affinity, PowerPoint, Shotcut/iMovie) (20%)
- Here are some examples from previous years...

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## Previous Poster Assignments

Create a poster for The Grad Club Pub at Western



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## Previous Poster Assignments

Create a poster for the Computer Science Department



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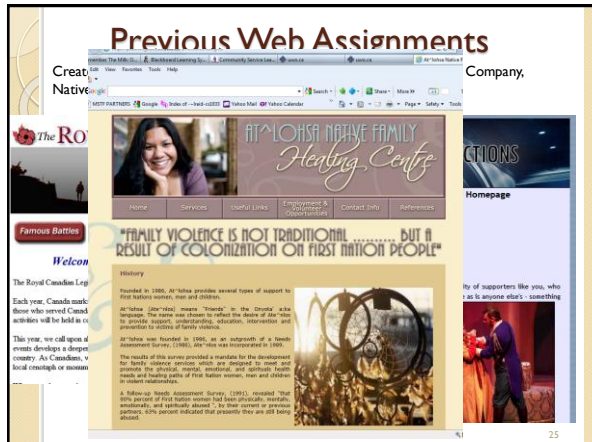
## Previous Poster Assignments

Community Engaged Learning →

<http://www.success.uwo.ca/experience/curricular/index.html>

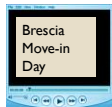
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## Major Assignment Continued...

- Had to contain video and animation, here are some samples from previous years:



<http://www.csd.uwo.ca/~lreid/AnimationExamples/flashbasketball.swf>  
<http://www.csd.uwo.ca/~lreid/AnimationExamples/welcome.swf>  
<http://www.csd.uwo.ca/~lreid/AnimationExamples/freighttrain.swf>  
<http://www.csd.uwo.ca/~lreid/AnimationExamples/puggie2.swf>  
<http://www.csd.uwo.ca/~lreid/AnimationExamples>

- <https://cs1033.gaul.csd.uwo.ca/~lreid2/other/student33/major/index.html>
- <https://cs1033.gaul.csd.uwo.ca/~lreid2/other/student34/major/>
- <https://cs1033.gaul.csd.uwo.ca/~lreid2/other/student31/major/>

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## Assignments

- Students will lose 15% off the assignments grade for each day it is late. Thus an assignment that is 2 days late and was marked at 85% would receive 55%
- No assignments more than 3 days late will be accepted
- **NO EXTENSIONS WILL BE GIVEN FOR ASSIGNMENTS** unless instructed by the student's academic counsellor.
- For assignments only, we give you 3 late coupons for the term.

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## Handing in/Marking Assignments

- You will be submitting a link to your assignment via kritik.io
- After the late period is over, you will be assigned 5-6 other students to mark according to our rubric that we have set up in kritik
- You will get 2 or 3 days to complete the marking (it should not take more than 1.5 hours in total).
- After all the marking is done, you will get 24 hours to review how you were marked and evaluate the people who marked you. (this part should take no more than 5 minutes).

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## Marking of Assignments

- 80% of your grade is based on the marks your peers gave you.
- 10% of your grade is based on how well you mark your peers.
- 5% of your grade is based on what your peers think of your written comments about your marking.
- 5% of your mark is based on you checking how you were marked. (EASY marks for this part!)

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## Marking Assignments

- If you think your assignment was marked incorrectly, you can submit a dispute and we will check to see if one of the markers made a mistake.
- You cannot dispute subjective rubric items, you can only dispute the non subjective items. **(Must dispute within 4 days)**
- You get a better mark if you give the correct mark, not the highest easy mark, nor the hard low mark but the deserved mark, so mark carefully
- This process helps you do better in the course because it helps you do better on the next assignment

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## Example

Item	Level	Points
5. Images submitted in comparison to webdesign today and state all the images. If it was done correctly you just add images to the end of webdesign (10), if you have more than 10 images you need change to 10 images and add more to 10 images (10)	Level 2	1.500 pts
6. Content link given	Level 1	1.000 pts
7. Banner width	Level 1	0.750 pts
8. Banner design	Level 2	0.500 pts
9. Banner text	Level 2	1.000 pts
10. Images on the home page	Level 1	0.750 pts
11. Home page layout	Level 2	0.750 pts
12. Other 4 pages layout	Level 2	0.500 pts
13. Property Titles (2 marks)	Level 2	0.750 pts

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## Assignment Dates

Poster Assignment - Design a poster based on supplied content	Due Friday, February 10th at 11:59pm PLUS you must also PEER mark 5 other fellow student's assignments. The Peer Marking is due Tuesday, Feb 14th Thursday, Feb 16 and is due on that Thursday by 11:59pm. The Peer Feedback is due Friday, Feb 17 at 11:59pm. The peer marking and feedback cannot be late!	If we get a valid ACJAE (email from your counselor) you will get a 40 hour extension from the due date.	0%
Web Assignment - Build a website based on supplied content	Due Friday, March 10th at 11:59pm PLUS you must also PEER mark 5 other fellow student's assignments. The peer marking is due Thursday, March 16th at 11:59pm and the peer feedback is due Friday, March 17th. The peer marking and feedback cannot be late!	If we get a valid ACJAE (email from your counselor) you will get a 40 hour extension from the due date.	15%
Video Assignment - Build a video about one of your interests based around a general topic we give you	Due Friday, March 24th at 11:59pm PLUS you must also PEER mark 5 other fellow student's assignments. The peer marking is due Thursday, April 6th at 11:59pm and the peer feedback is due Friday, April 7th at 11:59pm. The peer marking and feedback cannot be late!	If we get a valid ACJAE (email from your counselor) you will get a 40 hour extension from the due date.	20%

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**Written Evaluation**

OK: Amount of text on the poster... OK: CONTENT - Content Informal... OK: CONTENT - Included the 4 p... OK: CONTENT - Somehow included...

The space and levels used in the poster was the view factor for me. The division of space in the use of shapes and the varying font sizes were perfect as it gave the poster room to breathe. There is no where that is too heavy on the eyes in terms of words and everything was clear. Formatting is definitely a strength here.

Comment or Evaluation... Spelling Evaluation...

**Motivational**

How did you find the tone of the written evaluation?

Discouraging... Demotic... Motivational... Very Motivational

**Very Motivational**

The student submitting feedback felt the evaluator gave them comments that positively affected their confidence, and inspired them to learn and improve.

**Critical**

How helpful was the critique you received in the written evaluation?

Ineffective... Unhelpful... Good Critique... Great Critique

**Great Critique**

The student submitting feedback felt the evaluator gave them extremely helpful comments that aided in their learning while also being descriptive, specific, and actionable.

**Feedback Comment**

If I think... If I never... If the title... If the text...

Thank you so much for your feedback! After reading your comment, it has motivated me and helped me boost my confidence.

**Cravings Event**

Curbside... #CRANKYCRACKS... CURBELL CREATIVE

Event Information

May 12 - June 4, 2022  
7pm-9pm at Fandango  
College Ave Dundee St.  
Written by: Megan Watson

CONTACT INFORMATION

Name: Laura Bello  
Email: laurabello@curbells.com  
Phone: (503) 441-1111  
Website: https://www.curbells.com  
Instagram: @curbells\_creative

- If you can read and follow instructions, you should be able to get at least 70% on all the assignments. The assignments have subjective parts, do not expect to get 100%. If you are expecting to get 100% on every assignment in order to get into med school, this isn't the course for you.
- Test what you hand in to Kritik on a DIFFERENT computer/your phone. It might work fine on your computer but not work for anyone else.
- Cheating → we have seen lots of students cheat last term. The course material is not super hard but it does require effort (if you want a bird course – this ain't it!)
  - Bryan and Laura are VERY available to help you if you get stuck so there is NO Reason to cheat, it is not worth the risk!

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## Peer Marking Benefits

- Timely Feedback
- Exposure to multiple points of view
- Learning to accept and deliver feedback
- Engaging with the material at a deeper level (especially between assignment 2 and 3)
- Rubrics are clear and fair to every student in the course
- Students are rewarded not just for creating the assignment but also for being a careful and thoughtful marker (more than one way to use your talents on assignments).

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## Late Coupons for Assignments

- New this year
- Can only use them **ONLY** on assignments
- You get 3 late coupons for the **WHOLE** term
- Cannot use them to push you past the last possible date to hand in.
- Each coupon removes one day's late penalty.
- Gradebook will contain # of coupons you have left (give me time to update this ☺)

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## Late Coupons Continued

- You can use all 3 coupons on one assignment but then you have none left for later assignments.
- To use one, go to Owl>Tests&Quizzes during the 3 days that you can hand in late
- You do not need to use them, try to hand in on time, this is only if you are really crammed for time
- You may only use them on the creation phase of the assignment **NOT** on marking or feedback phase.

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## Late Coupons Continued...

- Example: assume an assignment is due on Friday, Oct 18, 2030 at 11:59pm. Then:
  - You may not hand in more than 3 days late (so no matter what, if you hand in after Monday, Oct 21 at 11:59pm, we will not accept your assignment, even if you used all 3 late coupons!)
  - If you hand in to Kritik.io before 11:59pm, Oct 18, no need to use a coupon!
  - If you hand in to Kritik.io on Saturday, Oct 19, then you can (you don't have to use it but you can) submit 1 coupon (if you still have coupons left) to remove the -15% penalty.
  - Go to OWL>Tests&Quizzes AFTER 11:59pm on Oct 18 to say how many coupons you want to use if you do decide to use a late coupon(s).

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## Exam

- There is only a final exam in this course, no midterm
- Final Exam is about 150 multiple choice and true or false questions...LOTS OF MEMORIZATION REQUIRED (IT WILL NOT BE OPEN BOOK!)
- Worth 40% of final mark
- Final exam mark combined with the major assignment mark must be over 45% to pass the course.
- Must get over 45% on the final exam to get over a 59% in the course and over 35% to pass the course.
- See your Academic Counsellor in your Dean's office if you can not attend the exam, **DO NOT SEE ME**, I can't do anything about final exams!
- Exam is automatically checked for cheating, **DON'T CHEAT!**

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## Integrity/Organizational Quiz

- Based on everything I said today and the course syllabus and academic integrity
  - Sample questions:
    1. If I miss my lab, I can just go to another lab to make it up.
      - A. True
      - B. False
    2. The professor can switch my lab for me.
      - A. True
      - B. False
- You get unlimited tries; you must get at least 90% on it in order to open up the rest of the course material.
- You must complete it during **January** AND get over 90% on it to get the 1% towards your final grade.
- If you get stuck on a question, and can't get it after 3 or 4 tries, email me and I will give you a hint.
- Don't forget to complete it.

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## Let's Look At The Website

- **Course Website** (announcements, lab information) → <http://owl.uwo.ca>

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**Learning Skills Services**  
Student Development Centre  
Room 4100 WSS | 519-661-2183 | [learning@uwo.ca](mailto:learning@uwo.ca) | [sdc.uwo.ca/learning](http://sdc.uwo.ca/learning)

**PAL Centre**  
Drop-In Assistance  
WSSB 4139  
Opens September 19<sup>th</sup>  
Mon-Fri 10:30-3:30

**General Learning Skills**  
✓ Science  
✓ MOS/Business  
✓ Math/Physics

**Presentations**  
FREE presentations on learning topics  
Details at: [sdc.uwo.ca/learning](http://sdc.uwo.ca/learning)

**Topics Include:**  
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Optimize Lecture Learning  
Effective Textbook Strategies  
Manage Test Stress  
And more....

**Individual Counselling**  
One-on-one Learning Skills appointment  
Call 519-661-2183

Meet with a Learning Skills Counsellor and discuss strategies to succeed in courses. This service is for all students: successful students wanting to strengthen their skills and those having academic difficulties.

**Online Services**  
[www.sdc.uwo.ca/learning](http://www.sdc.uwo.ca/learning)

Printable calendars and handouts  
Self-assessment checklists  
Subscription to email newsletters

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**PAL** PEER ASSISTED LEARNING CENTRE

- ✓ Connect with trained Learning Peers
- ✓ Deepen your subject-area knowledge
- ✓ Develop effective learning strategies
- ✓ Collaborate with fellow students
- ✓ Enjoy a welcoming learning environment

**DROP IN!**  
No appointment required  
Open Monday-Friday, 10:30-3:30

**Learning Skills Services**  
STUDENT DEVELOPMENT CENTRE

**WSSB Room 4139**  
[sdc.uwo.ca/learning](http://sdc.uwo.ca/learning)

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**Some advice to do well in this course:**

- Prepare for (read over before the lab) and attend all your labs
- Attend the flipped classroom sessions.
- Do all your assignments, especially the last one
- The final exam is mostly memorization, review your notes every week.
- Then you have an excellent chance of doing very well in this course 😊

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**Last Slide!**

- You can't register for Kritik until the add/drop is over! Don't email us about this!
- For next week:
  - READ THE COURSE OUTLINE CAREFULLY
    - Do the quiz in OWL! – remember you can't see anything for the course without getting 90% on it!
  - Once you are done the Integrity Quiz, start watching the Week 1 and 2 videos for next class
- ANY QUESTIONS?

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