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Overview of today's class



INTRODUCING ME, YOU,
AND THE COURSE ITSELF



LEARNING OUTCOMES
AND REQUIREMENTS




COURSE SCHEDULE AND
IMPORTANT DATES

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Introducing us (the instructors)

Laura Reid
Section 200
Office: MC 416
Email: lreid2@uwo.ca



Bryan Sarlo
Section 201
Office: MC 349
Email: bsarlo@uwo.ca



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Contacting us

- Both Laura and Bryan have weekly office hours (see syllabus for days/times).
- Our TAs will have consulting hours only on the weeks when assignments are due.
- The best way to communicate is by email. Please include CS 1033 in the subject line and use your Western email address.

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Introducing you (the students)

- How many of you are:
 - In 1st year?
 - Not in 1st year?
 - In MIT?
 - In BMOS?
 - In CS?
 - Excited for this course?



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Introducing you (the students)

- How many of you have used:
 - Photo editing software (i.e. Photoshop)?
 - Web building software?
 - FTP / SFTP?
 - Animation building software?
 - Audio editing software (i.e. Audacity)?
 - Video editing software (i.e. iMovie)?



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What is this course about?

- **Multimedia**
 - Combining media (text, images, audio, video, etc.)
- **Communications**
 - How do computers work and communicate with each other?
 - How do we reach our intended audience?

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Lecture topics

- Text and graphics
- How computers work
- Website design
- Animation
- Video
- Audio

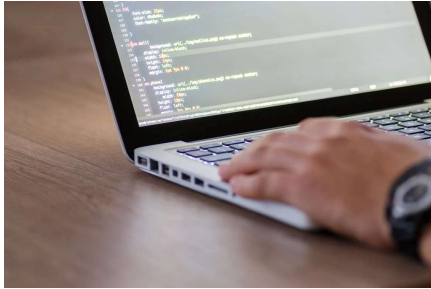


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Lab topics

- SFTP
- Affinity Photo (2)
- HTML5 Editor (3)
- PowerPoint animation (2)
- Shotcut video editing
- Audacity audio editing



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Learning outcomes (part 1)

- 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 it 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.

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Learning outcomes (part 2)

- 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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Textbook

- This is a recommended textbook.
- It was written specifically for this course!
- Lots of review questions and helpful examples and diagrams.
- Cost is about \$40 CAD.
- Digital book only.

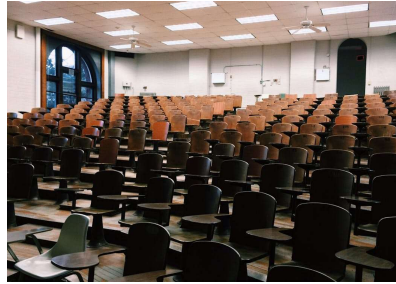

<https://the.kendallhunt.com/product/multimedia-and-communication>


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Course structure

- Lectures
 - Pre-recorded videos you can watch whenever and wherever.
- In-person (blended) classes
 - Roughly every 2 weeks.
 - We'll go through demonstrations, exercises, and review questions.



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Course structure – blended classes

Class	Section 200	Section 201
Blended 1	Monday Jan 12	Wednesday Jan 14
Blended 2	Monday Jan 26	Wednesday Jan 28
Blended 3	Monday Feb 9	Wednesday Feb 11
Blended 4	Monday Mar 2	Wednesday Mar 4
Blended 5	Wed Mar 16	Wednesday Mar 18
	7pm-9pm in MC-110	11:30am-1:30pm in SSC-2050

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Evaluation

Assessment Type	Weight	Notes
Integrity/Organizational Quiz	1%	Unlocks content
Quizzes (5)	8%	Best 4 of 5 (2% each)
Labs (10)	8%	Best 8 of 10 (1% each)
Assignments (3)	43%	Weights are 8%, 15%, and 20%
Final Exam	40%	Covering topics from whole course

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Evaluation – Integrity/organizational quiz

- Open now and must be completed in September.
- About the course outline and academic integrity policies.
- In Brightspace > Assessments > Quizzes.
- Open-book and unlimited attempts.
- Must get at least 90% on the quiz.
- The weekly content will be locked until you complete this quiz.

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Evaluation – Quizzes

- Roughly every 2 weeks on the weeks we don't have class.
- Can do it from anywhere but only during the class time.
- 30 minutes from when you start or until the class time ends.
- Covers topics from previous 2 weeks' lecture videos.
- Multiple choice, fill in the blanks, matching questions.

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Evaluation – Quizzes

Quiz	Section 200	Section 201
Quiz 1	Monday Jan 19	Wednesday Jan 21
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Evaluation – Labs

- Weekly in-person hands-on work in a computer lab.
- Start the week of January 12-16
- You **MUST** attend the section in which you are registered – NO EXCEPTIONS!
- Do not do the lab work before your scheduled session.
- You must show up, do the work in the lab, and show the TA.

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Evaluation – Assignments

- **Poster Assignment:** create a poster with given information.
- **Web Assignment:** create a website with given information.
- **Major Assignment:** create a website with an animation and video about anything that relates to: [Food](#).

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Evaluation – Assignments

- Assignments will be peer marked.
- You will **need** to subscribe to Kritik.io (about \$22) but wait 1-2 weeks until we send you an email invitation to register.
- You will have to mark 5-6 other students for each assignment.
- Part of your assignment grade will come from the peer marking.

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Evaluation – Assignments

- Peer marking is not perfect but there are systems in place to help make it as fair as possible.
- It helps you learn the material better and prepare for other assignments, quizzes, and the final exam.
- It teaches you to give and receive feedback.
- Rubrics are clear and available early.

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Evaluation – Assignments

Assignment	Creation Due*	Peer Marking	Feedback
Poster	Feb 6	Feb 10-12	Feb 13
Web	Mar 6	Mar 10-12	Mar 13
Major	Mar 27	Mar 31-Apr 3	Apr 3-4 (because of Easter Friday)

* Assignment creations can be submitted up to 3 days late and then will **NOT** be accepted anymore. Once peer marking begins, assignments cannot be submitted or modified.

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Evaluation – Assignments

- Late assignment penalties are normally 15% per day late.
- You are given 3 late coupons for this course.
- Each late coupon waives the penalty for 1 late day.
- You can decide how many to use on each assignment but once they run out, they do not replenish, and late penalties will be applied to any late submissions.

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Evaluation – Assignments

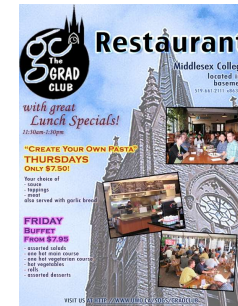
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- We will post a Qualtrics form during the assignment's due period. You **MUST** indicate your desired number of late coupons to use in that form. They will **NOT** be automatically applied.
- In Brightspace, go to the [Useful Stuff](#) section for more info.

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Evaluation – Assignments

Examples of a previous poster assignment:



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Evaluation – Assignments

Example of a previous web assignment:

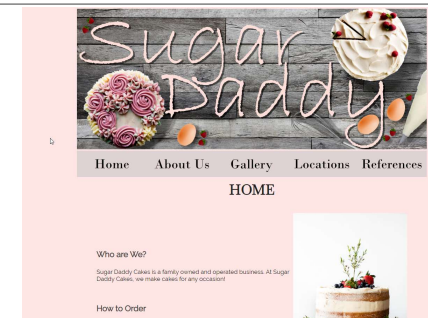


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Evaluation – Assignments

Example of a previous major assignment:



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Evaluation – Final exam

- The final exam contains about 150 questions.
- They are multiple choice and true/false.
- Covers material from lecture videos, labs, and assignments.
- The university will schedule the exam; it will be in the exam period April 12-30. Details should be available in 1-2 months.

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Evaluation – Grade requirements

- Weighted average between [final exam](#) and [major assignment](#) must be at least 45% to pass the course.
- [Final exam](#) mark must be at least 35% to pass the course.
- [Final exam](#) mark must be at least 45% to get over 59% in the course.
- Your mark may be reduced if you do not meet the requirements.

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What do I need?

- WinSCP (Windows) / Filezilla (Macs) – they are free
- Affinity Photo 2 – free – Please use version 2, NOT 3 nor 1
- HTML5 Editor – free in-browser app
- Shotcut / iMovie – free to download
- Kritik – \$22 subscription
- ALL of the software except for Kritik is available in MC230, MC240 and NCB105 if you prefer to work on campus

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Next steps

- Read the course outline.
- Complete the integrity/organizational quiz.
- Watch the Week 1 and Week 2 videos.
- Mark your calendars with the important dates we discussed.
- Don't worry about Kritik yet!

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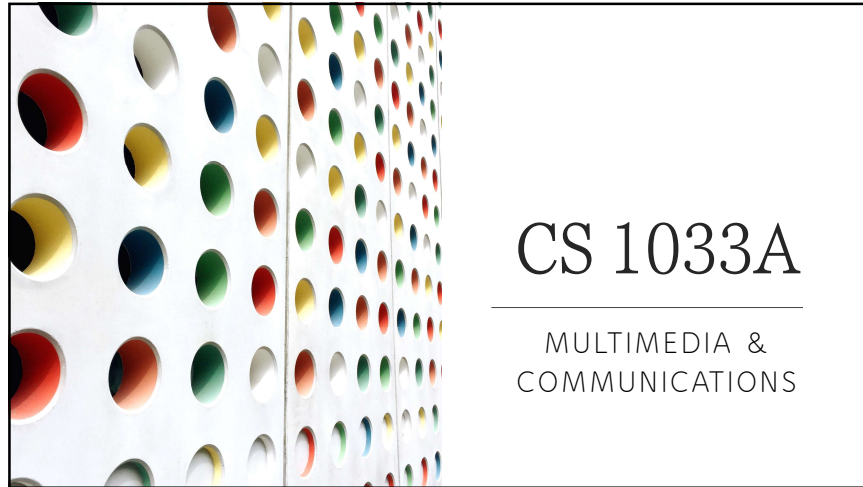
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Some final thoughts on using AI in this course:


- The real value of this course comes from doing the work yourself. Every assignment is a chance to build skills, prepare for the final exam, and make your investment in education pay off. Shortcuts won't grow your knowledge—effort will.
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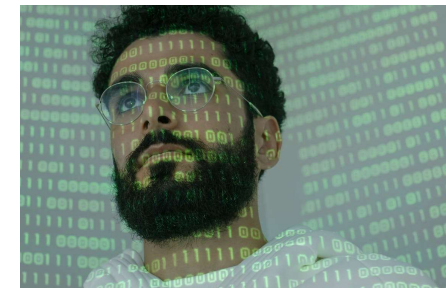
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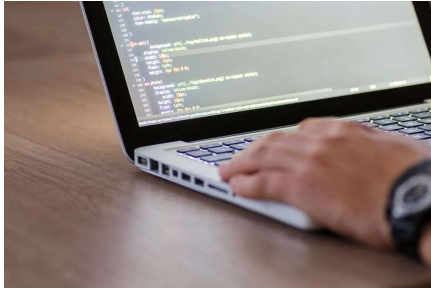


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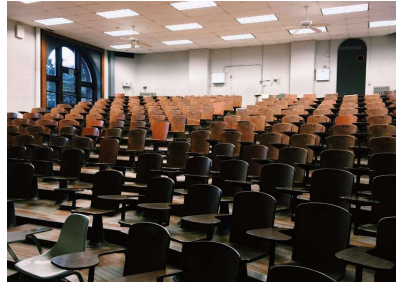

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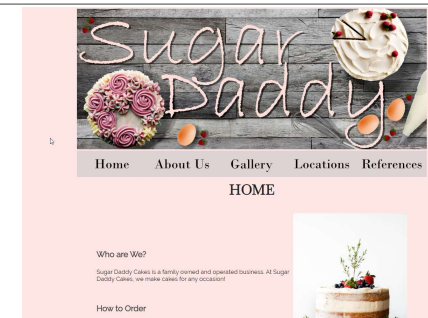


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