

WEB 2120 - Audio/Video for the Web
3 Credit Hours

Course Description:

This course familiarizes students with the technologies associated with bringing photographic (film, video and still) images and audio to the Internet environment and enable them 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. Students will also learn to design for and solve problems with the integration of audio and video media into pre-existing Web sites.

Course Outcomes:

Students will:

1. Practice elements of the work ethic such as professionalism, preparedness, punctuality, honesty, cooperation, dependability, contribution, effectiveness, and good manners.
2. Participate in a project development team.
3. Use professionally accepted methods and materials in completion of projects.
4. Use a variety of methods to present findings from research.
5. Employ problem solving methods to resolve technical and design issues. Upon successful completion of this course, the student should be able to:
6. Write explanations of the principle concepts of the dominant technologies that facilitate the use of audio, video, and photographic images on the Internet.
7. Use appropriate terminology to identify and discuss media types and delivery systems and processes.
8. Identify appropriately prepared media for use in Web sites.
9. Select equipment and software appropriate for preparing specific audio and image media types to use in Web sites.
10. Locate and install software used to prepare audio and video for use on the Internet.
11. Perform all technical aspects of designing, planning, creating, selecting, capturing, editing, converting, encoding, linking, uploading, and testing audio and video in Web sites.
12. Develop skill in solving problems with the integration and design of audio/video streaming for pre-existing Web site.
13. Effectively use time management principles for their projects and assignments.

14. Contribute to class discussion and project critiques and use the appropriate terminology to describe and evaluate media, procedures, equipment, software, and delivery systems.
15. Use tools of the Internet to communicate, manage, produce, and work with others in web work groups.
16. Solve problems encountered when integrating audio and video media into pre-existing Web sites.

Prerequisites and Corequisites:

A practical knowledge of how the Internet operates and working knowledge of HTML code, graphic formats, website building, web page design, and an introductory knowledge of a computer graphics program is required. These pre- and co-requisites may be obtained through COM 1000 and COM 1020, *or* IST 2630.

Course Topics:

Course Topics:

Topic

1. Introduction
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. Metafiles
13. Embedding
14. Advanced Topics
15. Evaluations

Specific Course Requirements:

Students need to have basic computer proficiency, working knowledge of HTML, ability to create graphics for the Web, and ability to design and structure a web site. Students need to download and install QuickTime Pro, Flip4Mac, FUGU, FileZilla, RealPlayer, RealProducer Basic, Windows Media Encoder, Windows Media Player, Netscape, Mozilla, and Explorer.

Required Textbooks:

Please visit the [Virtual Bookstore](#) to obtain textbook information for this course. Move your cursor over the "Books" link in the navigation bar and select "Textbooks & Course Materials." Select your Program, Term, Department, and Course; then select "Submit."

Supplementary Materials:

Download and subscribe to Lynda.com online video tutorials with online payment. Download QuickTime Pro from Apple.com and Flip4Mac with online payment.

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Hardware and Software Requirements:

Minimum hardware requirements can be found [here](#).

Minimum software requirements can be found [here](#).

Common applications you might need:

To read a PDF file download the latest version of [Adobe Reader here](#)

Don't have Microsoft Word? Explore an alternative [OpenOffice here](#)

Accessing a PowerPoint file? Download the [PowerPoint Viewer here](#)

Web Resources:

Purdue [OWL Online Writing Lab](#) (for APA, MLA, or Chicago style)

The Writing Center [Online Writer's Handbook](#)

Student Resources:

- Technical support information can be found on the [TN eCampus Help Desk](#) page.
- Smarthinking virtual tutoring is available **FREE** of charge. to access Smarthinking, visit the course homepage and select Smarthinking under Course Resources. You also view [sample sessions](#) to see what Smarthinking offers and how it works.
- Information on other student issues or concerns can be located on the [TN eCampus Student Resources](#) page.

Instructor Information:

Please see "Instructor Information" in the Getting Started Module for instructor contact information, virtual office hours, and other communication information. You can expect to receive a response from the instructor within 24-48 hours unless notified of extenuating circumstances.

Testing Procedures:

Online quizzes are built into this course. A major portion of the student's grade is based on hands on projects completed. The purpose of the online quizzes is to encourage the student to work through the lessons, exercises and to help become familiar with the concepts and principles explained in the textbook and chapters and tutorial videos.

Students are expected to complete all assignments and projects satisfactorily on time in a professional manner. Evaluation of the students' knowledge and performance will be based on demonstration by **written discussion** and **testing** of the basic competencies required to deploy audio and video on the web, as well as **demonstrated ability to produce and incorporate suitable audio and video content in a functioning project site**. Students will successfully **complete exercises and projects** to demonstrate mastery of concepts and skills.

Grading Procedures:

The final grade will be determined on the basis of scores on assignments, projects, quizzes and participation as well as the instructor's evaluation of the student's understanding and application of the concepts covered in the course. Any coursework by someone other than the enrolled student will not receive credit, will be reported for disciplinary action and will result in failure. The highest standard of conduct and performance is expected from each student at all times.

Grading Scale:

A = 90-100% 450-500
B = 80-89%
C = 70-79%
D = 60-69%
F = 0-59% 0-299

Assignments and Projects:

60 percent of grade. Students will complete assignments related to textbook and online readings weekly in addition to several comprehensive projects.

Class Participation:

Active communication in Discussions to assist others and share knowledge is highly valued and will add points to your participation score. Students are expected to respond to email, communicate with the instructor and others in discussion, and check the course news board frequently for announcements and instructions.

Late Policy:

Each week there will be a reading assignment, a test, and an assignment to complete. Assignments and tests are expected to be submitted by the due date and time. Late assignments will not receive credit but may be sent to show you did the work. Credit lost for late or incomplete work can be replaced by doing optional assignments. Time management is absolutely critical for professionals, so it is imperative that you meet deadlines.

Course Ground Rules:

The following two statements (1., 2.) were derived from the TBR System-wide Student Rules document, released January 2012:

RULES OF THE TENNESSEE BOARD OF REGENTS STATE UNIVERSITY AND
COMMUNITY COLLEGE SYSTEM OF TENNESSEE SYSTEMWIDE STUDENT RULES
CHAPTER 0240-02-03 STUDENT CONDUCT AND DISCIPLINARY SANCTIONS

[Read the document in its entirety here.](#)

1. Standards of Conduct:

- Students are required to adhere to the same professional, legal and ethical standards of conduct online as on campus. In addition, students should conform to generally accepted standards of "netiquette" while sending e-mail, posting comments to the discussion board, and while participating in other means of communicating online. Specifically, students should refrain from inappropriate and/or offensive language, comments and actions.

2. [Review the TN eCampus Academic Integrity/Academic Honesty Policy:](#)

- In their academic activities, students are expected to maintain high standards of honesty and integrity. Academic dishonesty is prohibited.

Such conduct includes, but is not limited to:

- an attempt by one or more students to use unauthorized information in the taking of an exam
- to submit as one's own work, themes, reports, drawings, laboratory notes, computer programs, or other products prepared by another person,
- or to knowingly assist another student in obtaining or using unauthorized materials.

Plagiarism, cheating, and other forms of academic dishonesty are prohibited.

Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are subject to disciplinary action through the regular procedures of the student's home institution. Refer to the student handbook provided by your home institution to review the student conduct policy.

In addition to other possible disciplinary sanctions that may be imposed, the instructor has the authority to assign an "F" or zero for an activity or to assign an "F" for the course.

Other Course Rules:

Students are expected to:

- Participate in all aspects of the course
- Communicate with other students
- Learn how to navigate in Brightspace
- Keep abreast of course announcements
- Use the assigned course management (Brightspace) email address rather than a personal email address

- Address technical problems immediately:
 - [Contact Technical Support](#)
 - [View Term Calendar here](#)
- Observe course netiquette at all times.

Guidelines for Communications:

Email:

- Always include a subject line.
- Remember without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
- Use standard fonts.
- Do not send large attachments without permission.
- Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
- Respect the privacy of other class members

Discussions:

- Review the discussion threads thoroughly before entering the discussion. Be a lurker then a discussant.
- Try to maintain threads by using the "Reply" button rather starting a new topic.
- Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas.
- Be patient and read the comments of other group members thoroughly before entering your remarks.
- Be cooperative with group leaders in completing assigned tasks.
- Be positive and constructive in group discussions.
- Respond in a thoughtful and timely manner.

Library:

The [Tennessee Virtual Library](#) is available to all students enrolled in TN eCampus programs and courses. Links to library materials (such as electronic journals, databases, interlibrary loans, digital reserves, dictionaries, encyclopedias, maps, and librarian support) and Internet resources needed by learners to complete online assignments and as background reading will be included within the course modules. To access the Virtual Library, go to the course homepage and select the **Virtual Library** link under Course Resources.

Students with Disabilities:

Qualified students with disabilities will be provided reasonable and necessary academic accommodations if determined eligible by the appropriate disability services staff at their home institution. Prior to granting disability accommodations in this course, the instructor must receive written verification of a student's eligibility for specific accommodations from the disability services staff at the home institution. It is the student's responsibility to initiate contact with their home institution's disability services staff and to follow the established procedures for having the accommodation notice sent to the instructor.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Disclaimer

The information contained in this syllabus is for general information purposes only. While we endeavor to keep this information up-to-date and accurate, there may be some discrepancies between this syllabus and the one found in your online course. The syllabus of record is the one found in your online course. Please make sure you read the syllabus in your course at the beginning of the semester. Questions regarding course content should be directed to your instructor.