


Course Outline	
MDIA7017 New Media (4)	
Effective Date 01 September 2016	Study Program Visual Communication Design Revision 0

1. Course Description

This course comprises interactive multimedia and web design principles, web design elements, design process and production relating to latest interactive multimedia technology. This course gives students basic knowledge related with interactive multimedia and web design skill to develop simple interactive multimedia & website.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
(SO-1 CA) - Able to bring aesthetic and added values into visual communication design works in order to solve identity, public communication and competition problems of stakeholders.
(SO-2 CA) - Able to conduct research and brainstorming which respond to communication objective and prototyping needs in order to bring solution to identity, public communication and competition problems regarding ethical, historical and cultural issues.
(SO-4 CA) - Able to present multiple alternatives of visual communication design prototype either individually or as a team in oral, graphical or written form, with analog or digital medium effectively.
(SO-5 CA) - Able to design communicative works that set forth cultural values and local indigeneity as his / her national identity.

3. Topics

- Understanding the Adobe Flash CS6 & Exploring Web Technologies
- Drawing in Flash
- Creating & Editing Symbol
- Using Text
- Adding Animation
- Integrating Media with Flash
- Working with Sound and Video
- Understanding Actions & Event Handlers
- Creating Interactive Navigation
- Loading and Controlling Flash Content
- Distributing Flash Movies
- Publishing Flash Documents
- Using Flash to Create Applications

4. Learning Outcomes

On successful completion of this course, student will be able to:

- LO 1: Score famous interactive multimedia & website related with design aspect
- LO 2: Use multimedia elements in an interactive multimedia & website
- LO 3: Describe interactive multimedia & website principles and development in the future
- LO 4: Analyze structure of interactive multimedia & website
- LO 5: Choose suitable application to deal interactive multimedia & website elements
- LO 6: Create simple interactive multimedia & website

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Demonstration, Lecture, and Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Adobe Creative Team. (2012). *Adobe Flash Professional CS 6 Classroom in a Book*. 01. Adobe Press. california. ISBN: 978-0321822512.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. <http://www.youtube.com/watch?v=D37GssUsHdl>
2. <http://www.youtube.com/watch?v=nXt2UonTFYI>
3. <http://www.youtube.com/watch?v=Yt9Z-EQOgM0>
4. <http://www.youtube.com/watch?v=lvq1aGgAlG8>
5. <http://www.youtube.com/watch?v=svTIQNCSmkc>
6. <https://helpx.adobe.com/flash/atv/cs6-tutorials/what-is-flash-professional-cs6-.html>
7. <http://the-flying-animotor.com/flash-symbol.html>
8. <http://www.webwasp.co.uk/tutorials/a19-publish/index.php>
9. <http://www.dummies.com/how-to/content/how-to-create-publish-profiles-in-adobe-flash-cs6.html>
10. <http://flylib.com/books/en/4.403.1.176/1/>
11. http://help.adobe.com/en_US/flash/cs/using/WSd60f23110762d6b883b18f10cb1fe1af6-7e76a.html
12. http://help.adobe.com/en_US/air/build/WS901d38e593cd1bac-2ae4ef8612b2d078909-8000.html
13. <http://animation.about.com/od/flashanimationtutorials/ss/flash29walkcycl.htm>

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 2	Understanding the Adobe Flash CS6 & Exploring Web Technologies - Exploring companion technologies - Interface fundamentals - Workflow Basics	- Understanding the Adobe Flash CS 6 & Exploring Web Technologies - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 1 - Understanding Adobe Flash CS6, https://helpx.adobe.com/flash/atv/cs6-tutorials/what-is-flash-professional-cs6-.html
2 F2F	LO 1 LO 2	Understanding the Adobe Flash CS6 & Exploring Web Technologies - Exploring companion technologies - Interface fundamentals - Workflow Basics	- Understanding the Adobe Flash CS 6 & Exploring Web Technologies - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional

			<p>CS 6 Classroom in a Book, Chapter 1</p> <ul style="list-style-type: none"> - Understanding Adobe Flash CS6, https://helpx.adobe.com/flash/atv/cs6-tutorials/what-is-flash-professional-cs6-.html
3 F2F	LO 2 LO 5	<p>Drawing in Flash</p> <ul style="list-style-type: none"> - Create precise lines & Bezier Curves with the pen tool - Creating pattern with symbols using the Spray Brush Tool & the Deco tool - Designing & aligning Elements - The Edit Menu 	<ul style="list-style-type: none"> - Drawing in Flash - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 2 - Drawing with the Pen tool, http://help.adobe.com/en_US/flash/cs/using/WSd60f23110762d6b883b18f10cb1fe1af6-7e76a.html
4 F2F	LO 2 LO 5	<p>Drawing in Flash</p> <ul style="list-style-type: none"> - Create precise lines & Bezier Curves with the pen tool - Creating pattern with symbols using the Spray Brush Tool & the Deco tool - Designing & aligning Elements - The Edit Menu 	<ul style="list-style-type: none"> - Drawing in Flash - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 2 - Drawing with the Pen tool, http://help.adobe.com/en_US/flash/cs/using/WSd60f23110762d6b883b18f10cb1fe1af6-7e76a.html
5 F2F	LO 3 LO 4	<p>Creating & Editing Symbol</p> <ul style="list-style-type: none"> - About Symbols - Creating Symbols - Importing Illustrator Files - Importing Photoshop Files 	<ul style="list-style-type: none"> - Creating & Editing Symbol - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 3 - Flash Symbol, http://the-flying-animator.com/flash-symbol.html
6 F2F	LO 3 LO 4	<p>Creating & Editing Symbol</p> <ul style="list-style-type: none"> - About Symbols - Creating Symbols - Importing Illustrator Files - Importing Photoshop Files 	<ul style="list-style-type: none"> - Creating & Editing Symbol - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 3 - Flash Symbol, http://the-flying-animator.com/flash-symbol.html
7 F2F	LO 1 LO 2	<p>Using Text</p> <ul style="list-style-type: none"> - Creating User Input Text - Loading External Text - Understanding TLF Text - Wrapping Text 	<ul style="list-style-type: none"> - Using Text - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 7 - Input & Dynamic Text, http://www.youtube.com/watch?v=Yt9Z-EQOgM0
8 F2F	LO 1 LO 2	<p>Using Text</p> <ul style="list-style-type: none"> - Creating User Input Text - Loading External Text - Understanding TLF Text 	<ul style="list-style-type: none"> - Using Text - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional

		- Wrapping Text	CS 6 Classroom in a Book, Chapter 7 - Input & Dynamic Text, http://www.youtube.com/watch?v=Yt9Z-EQOgM0
9 F2F	LO 3 LO 5	Adding Animation - Animating Position - Animation filter, transparency, and transformation - Changing the pacing & timing - Using motion editor	- Adding Animation - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 4 - Frame by Frame Animation, http://animation.about.com/od/flashanimationtutorials/ss/flash29walkcycl.htm
10 F2F	LO 3 LO 5	Adding Animation - Animating Position - Animation filter, transparency, and transformation - Changing the pacing & timing - Using motion editor	- Adding Animation - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 4 - Frame by Frame Animation, http://animation.about.com/od/flashanimationtutorials/ss/flash29walkcycl.htm
11 F2F	LO 4 LO 5	Integrating Media with Flash - Adding sound - Importing artwork	- Integrating Media with Flash - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 8 - How To Add Sound, http://www.youtube.com/watch?v=D37GssUsHdl
12 F2F	LO 4 LO 5	Integrating Media with Flash - Adding sound - Importing artwork	- Integrating Media with Flash - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 8 - How To Add Sound, http://www.youtube.com/watch?v=D37GssUsHdl
13 F2F	LO 4 LO 5	Working with Sound and Video - Understanding flash video - Using cue points - Using sound	- Working with Sound and Video - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 8 - Working with Video, http://www.youtube.com/watch?v=nXt2UonTFYI
14 F2F	LO 4 LO 5	Working with Sound and Video - Understanding flash video - Using cue points - Using sound	- Working with Sound and Video - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 8

			<ul style="list-style-type: none"> - Working with Video, http://www.youtube.com/watch?v=nXt2UonTFYI
15 F2F	LO 3 LO 4	Understanding Actions & Event Handlers <ul style="list-style-type: none"> - Action & Event handlers - Creating invisible buttons & using navigate to URL - Making action happen with Event handlers 	<ul style="list-style-type: none"> - Understanding Actions & Event Handlers - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 6 - Making Actions Happen with Event Handlers, http://flylib.com/books/en/4.403.1.176/1/
16 F2F	LO 3 LO 4	Understanding Actions & Event Handlers <ul style="list-style-type: none"> - Action & Event handlers - Creating invisible buttons & using navigate to URL - Making action happen with Event handlers 	<ul style="list-style-type: none"> - Understanding Actions & Event Handlers - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 6 - Making Actions Happen with Event Handlers, http://flylib.com/books/en/4.403.1.176/1/
17 GSLC	LO 3 LO 5	Creating Interactive Navigation <ul style="list-style-type: none"> - Code Snippets - Creating Button - Creating event handlers for buttons 	<ul style="list-style-type: none"> - Creating Interactive Navigation - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 6 - Flash tutorial: Creating event listeners and event handlers, http://www.youtube.com/watch?v=lvq1aGgAIG8
18 GSLC	LO 3 LO 5	Creating Interactive Navigation <ul style="list-style-type: none"> - Code Snippets - Creating Button - Creating event handlers for buttons 	<ul style="list-style-type: none"> - Creating Interactive Navigation - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 6 - Flash tutorial: Creating event listeners and event handlers, http://www.youtube.com/watch?v=lvq1aGgAIG8
19 F2F	LO 2 LO 3 LO 5	Loading and Controlling Flash Content <ul style="list-style-type: none"> - Controlling movie clip - Creating masks - Loading External Content - Removing External Content 	<ul style="list-style-type: none"> - Loading and Controlling Flash Content - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 9 - Adobe Flash CS6 AS 3.0 Importing External swf File into Flash fla file, http://www.youtube.com/watch?v=svTIQNCSmkc

20 F2F	LO 2 LO 3 LO 5	Loading and Controlling Flash Content <ul style="list-style-type: none"> - Controlling movie clip - Creating masks - Loading External Content - Removing External Content 	<ul style="list-style-type: none"> - Loading and Controlling Flash Content - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 9 - Adobe Flash CS6 AS 3.0 Importing External swf File into Flash fla file, http://www.youtube.com/watch?v=svTIQNCSmkc
21 F2F	LO 5 LO 6	Distributing Flash Movies <ul style="list-style-type: none"> - Integrating Flash Content with Web Pages - Publishing Flash Movies - Using Flash Player & Projector 	<ul style="list-style-type: none"> - Distributing Flash Movies - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 10 - Publishing a Flash Movie, http://www.webwasp.co.uk/tutorials/a19-publish/index.php
22 F2F	LO 5 LO 6	Distributing Flash Movies <ul style="list-style-type: none"> - Integrating Flash Content with Web Pages - Publishing Flash Movies - Using Flash Player & Projector 	<ul style="list-style-type: none"> - Distributing Flash Movies - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 10 - Publishing a Flash Movie, http://www.webwasp.co.uk/tutorials/a19-publish/index.php
23 GSLC	LO 5 LO 6	Publishing Flash Documents <ul style="list-style-type: none"> - Publishing for the web - Publishing for a Mobile Device 	<ul style="list-style-type: none"> - Publishing Flash Documents - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 10 - How to Create Publish Profiles in Adobe Flash CS6, http://www.dummies.com/how-to/content/how-to-create-publish-profiles-in-adobe-flash-cs6.html
24 GSLC	LO 5 LO 6	Publishing Flash Documents <ul style="list-style-type: none"> - Publishing for the web - Publishing for a Mobile Device 	<ul style="list-style-type: none"> - Publishing Flash Documents - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 10 - How to Create Publish Profiles in Adobe Flash CS6, http://www.dummies.com/how-to/content/how-to-create-publish-profiles-in-adobe-flash-cs6.html
25 F2F	LO 2 LO 5 LO 6	Using Flash to Create Applications <ul style="list-style-type: none"> - Building a Flash Application - Preparing to develop Application 	<ul style="list-style-type: none"> - Using Flash to Create Applications - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book,

			Chapter 10 - Using Flash to Create Applications, http://help.adobe.com/en_US/air/build/WS901d38e593cd1bac-2ae4ef8612b2d078909-8000.html
26 F2F	LO 2 LO 5 LO 6	Using Flash to Create Applications - Building a Flash Application - Preparing to develop Application	- Using Flash to Create Applications - Adobe Flash Professional CS 6 Classroom in a Book, Adobe Flash Professional CS 6 Classroom in a Book, Chapter 10 - Using Flash to Create Applications, http://help.adobe.com/en_US/air/build/WS901d38e593cd1bac-2ae4ef8612b2d078909-8000.html

8. Evaluation

Theory

Assessment Activity	Weight	Learning Outcomes					
		1	2	3	4	5	6
Assignment	50%	√	√	√	√	√	√
Mid Exam	20%	√	√	√	√	√	
Final Exam	30%	√	√	√	√	√	√

Practicum

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Final Evaluation Score


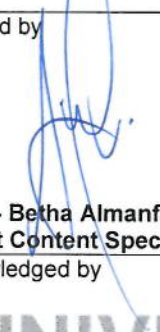
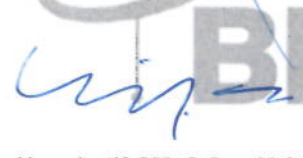

Aspects	Weight
Theory	100%
Practicum	0%

9. A. Assessment Rubric (Study Program Specific Outcomes)

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (≤ 64)
LO 1	1.1. Ability to score website as visual communication with design aspects	Score website & multimedia as visual communication with conceptual web & multimedia design is complete and clear stated	Score website & multimedia as visual communication with knowledge is not complete but clear stated	Score web website & multimedia as visual communication with reference is complete but not clear stated	score website & multimedia as visual communication is not complete and not clear stated
	1.2. Ability to identify the reference multimedia & website to use projects development	Identify the right reference multimedia & website to use the finest projects development skills is complete and clear stated	Identify the right reference multimedia & website to use the positive projects development skills is not complete but clear stated	Identify the right reference multimedia & website to use the projects development is complete but not clear stated	Identify the reference website to use the projects development is not complete and not clear stated
LO 2	2.1. Ability to use multimedia element as identity of website & multimedia	Use creative multimedia element as identity of website & multimedia is complete and clear stated	Students can use reference multimedia element as identity of website & multimedia is not complete but clear stated	Use multimedia element as identity of website & multimedia is complete but not clear stated	Use multimedia element as identity of website & multimedia is not complete and not clear stated
	2.2. Ability to discuss the right multimedia elements for web & interactive multimedia	Discuss the right multimedia elements for web & interactive multimedia is complete and clear stated	Discuss the right multimedia elements for web & interactive multimedia is not complete but clear stated	Discuss the right multimedia elements for web & interactive multimedia is complete but not clear stated	Discuss the right multimedia elements for web & interactive multimedia is not complete and not clear stated
LO 3	3.1. Ability to describe how to web & multimedia will growing in future	Describe how to web & multimedia will growing in future is	Describe how to web & multimedia will growing in future is	Describe how to web & multimedia will growing in future is	Describe how to web & multimedia will growing in future is

		complete and clear stated	not complete but clear stated	complete but not clear stated	not complete and not clear stated
	3.2. Ability to recognize web & multimedia principles with sustainable development	Recognize all of web & multimedia principles with sustainable development is complete and clear stated	Recognize many of web & multimedia principles with sustainable development is not complete but clear stated	Recognize web & multimedia principles with sustainable development is complete but not clear stated	Recognize web & multimedia principles with sustainable development is not complete and not clear stated
LO 4	4.1. Ability to experiment the right website & multimedia development process	Experiment the right website & multimedia development process with step by step is complete and clear stated	Experiment the right website & multimedia development process with step by step is not complete but clear stated	Experiment the right website & multimedia development process with step by step is complete but not clear stated	Experiment the website & multimedia development process with step by step is not complete and not clear stated
	4.2. Ability to analyze structure of website & multimedia	Analyze structure of website & multimedia and use it as output is complete and clear stated	Analyze structure of website & multimedia and use it as output is not complete but clear stated	Analyze structure of website & multimedia and use it as output is complete but not clear stated	Analyze structure of website & multimedia and use it as output is not complete and not clear stated
LO 5	5.1. Ability to choose the right web & multimedia elements for web & multimedia	Choose the right web & multimedia elements for web & multimedia is complete and clear stated	Choose the right web & multimedia elements for web & multimedia is not complete but clear stated	Choose the right web & multimedia elements for web & multimedia is complete but not clear stated	Choose web & multimedia elements for web & multimedia is not complete and not clear stated
	5.2. Ability to select tools to make website & interactive multimedia in order to solving problems	Select skills and knowledge in all of website & interactive multimedia , in order to make an output is complete and clear stated	Select skills and knowledge in many website & interactive multimedia , in order to make an output is not complete but clear stated	Select skills and knowledge in many website & interactive multimedia, in order to make an output is complete but not clear stated	Select the skills and knowledge in many websites and interactive multimedia, in order to make an output is not complete and not clear stated
LO 6	6.1. Ability to create simple multimedia & website as a problem solving	Create simple creative multimedia &	Create simple reference multimedia &	Create simple multimedia & website as a	Create simple multimedia & website as a

		website as a problem solving is complete and clear stated	website as a problem solving is not complete but clear stated	problem solving is complete but not clear stated	problem solving is not complete and not clear stated
	6.2. Ability to design how to make website & interactive multimedia should be used for problems solving	Design which techniques for which problems by using sources or references, in order to make a conclusion is complete and clear stated	Design which techniques for which problems by using sources or reference, in order to make a conclusion is not complete but clear stated	Design which techniques for which problems by using sources or reference, in order to make a conclusion is complete but not clear stated	Design which techniques for which problems by using sources or reference, in order to make a conclusion is not complete and not clear stated

Prepared by	Checked by
	
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