

Media for Museum Communications
MSEM 622-01 - 3 credits
Tuesday, 7-9:50pm
Instructor: Amy Phillips-Iversen
aphillipsiversen@uarts.edu
609-670-2873

Course Overview:

Designed to prepare museum educators, communication specialists and exhibition designers for planning, developing, and evaluating the use of new technologies in exhibitions and educational outreach initiatives. This course will provide an introduction to the theory and practice of integrating interactive media into the museum experience. Students will design and develop several interactive projects relative to topics utilized in a museum or cultural institution setting. In addition, the course will address current and historical approaches to educational programming through interactive media. The ability to effectively communicate with and teach various audiences and to communicate exhibition content through new technologies will be examined via related literature, on-site visits to museums, guest speaker presentations and a series of critiques/assessments.

Several applications will be utilized to create the required projects such as, LQ Graphics Photo to Movie, Garageband, iDVD and the Adobe Web Suite (Fireworks, Dreamweaver and Flash).

In addition, course content will address the following:

1. The exhibition-related, interpretive and educational use of technologies through readings and the examination of existing programs and products.
2. A review of different ways of engaging with exhibition content through new technologies.
3. The use of a variety of software for the development of interpretive and educational interactive/multimedia programs.
4. The creation of a multimedia program. Learn concepts of visual communications, design and problem solving.

There will be two major projects and one mini-project. They are outlined as follows:

Project #1 (Due Week 5, February 20th)

Create a podcast using Photo to Movie and GarageBand software applications. The podcast must be at least 3 minutes long with an audio accompaniment (either music or voice or combination of the two). This podcast may be created as a standalone component and burned onto a DVD and/or incorporated into your website project.

Mini-project: (Due Week 10, March 27th)

Create a short animation using Flash. The animation will be incorporated into the second project, the creation of a website, so choose a relevant topic. It can be a slideshow of paintings, a banner for your website or any element that utilizes the software in some manner (be creative!).

Project #2: (Due Week 15, presentation May 8th with one week for corrections; final CD and DVD of projects due May 15th)

Create a 4-6 page website using Adobe Web Studio (version 8). Keep it simple!! You will be incorporating the projects you have created thus far. The website will be fully functional (all links and navigation work) and the content will be valid to your topic. PLEASE PROOFREAD ALL CONTENT FOR SPELLING AND GRAMMAR!

Weekly assignments:

In addition to the projects, students will be required to do research in aspects that relate to developments in the field and prepare written abstracts of their readings each week. Relevant topics will be presented the first week of class and assigned to students for research. One person each week will be responsible for presenting an in-depth oral report followed by general class discussion.

Required Texts:

A compendium of readings on interactive/multimedia program development and applications for youth and adult audiences will be supplied. There will be a resource of reference materials available for your use on reserve in the library.

Evaluation Criteria:

Class Participation	20%
Museum Observations/ WWW critiques	10%
Presentations	20%
Projects/Assignments	50%

Important Information:*Original work and academic misconduct*

While cooperation and collaboration is an important part of academic work, class assignments should not be duplications of work done by others. All assignments should be the original work of the student and or student teams as determined by the instructors and include appropriate citations where applicable. Any material that is not original should be noted in the credits section of any finished piece.

Class attendance

Students are expected to attend all class meetings and attendance is required. Excessive unexcused absences (3 or more) or tardiness (5 or more) will result in a lowering of the final course grade.

Academic Regulations:

Grading will be based upon prompt completion of assignments, quality of work and participation in class discussions. Students must achieve a grade of "B" or better in all graduate level CAD major course requirements and any required courses in other departments, including a discipline history if applicable.

Students must repeat any course in which they receive a grade of "B-" or lower. The degree requirement for that student will be increased by the number of credits that must be repeated.

Planned Guest Speakers:

April 24th – Matthew Fisher, President, Night Kitchen Interactive
<http://www.whatscookin.com/flash/>

Research Topics to be selected:

Handheld wireless devices | Podcasting/Vodcasting | Blogs | Digital Video | Media Players | Usability | w3 consortium Section 508 Accessibility | Mobile Video | Streaming technologies | Multimedia fine art | Broadband alternatives | Millennium Digital Copyright Act |

Central Concepts

- Linear vs. Non-linear presentation of information
 - DVD vs. Website
- Clarity of presentation
- Utilization of appropriate technologies
 - Web based | DVD | Podcast | Blogs | Mobile multimedia information delivery (cell phone, MP3 player, PDA, etc.)

Syllabus:

Please note: There may be adjustments made to the following sequence and content may be modified to meet class needs.

Week One:

- Introduction
- Review syllabus and projects
- Review of software applications that will be used for projects

- Discuss podcasting as an emerging technology in cultural field
- Review several podcasts using iTunes
- Review file types appropriate for screen based presentation (jpg, gif, png; 300 pixels x 300 pixels)
- Review of Photoshop for graphic preparation - file conversions - type usage

Assignment:

- Prepare by scanning or converting digital images, a set of ten images to be used in a sequence
- Carefully select your optimal resolution
- Brief history of multimedia. Fully explore this URL:
(<http://www.artmuseum.net/w2vr/contents.html>)
- Briefly comment on what was most striking or surprising to you in viewing this site.

Week Two:

- Photo to Movie Introduction
- Multi-node movements (keyframes)
- Image transition and tempo programming
- Inserting text
- Conversion to video format

Assignment:

- Create a progression of ten scanned images using changes in tempo and transition to increase interest in the progression.
- Read the article, [Digital Audio Best Practices](#), in PDF format for information

Week Three:

- GarageBand intro (follow this tutorial at URL,
<http://www.apple.com/ilife/tutorials/garageband/gb3-1.html>)
- Digital Audio theory & practice (read supplied article, “Digital Audio Best Practices”)
- Techniques for optimizing audio recording
 - Introduction to iTunes/GarageBand
 - File types: mp3, AAC (enhanced mp3), AIFF, WAV
 - Live recording techniques
 - Digitizing/processing/editing/mixing/re-sampling
 - File types and compression
- What is an aggregate? How to get your podcast online.

Assignment:

- Assemble the sound elements of the image sequence in Photo to Movie using fade-in and fade-out

Week Four:

- DVD creation
- Custom background
- Multiple selection options
- Scene selection
- “Beta” critique of Project #1

Assignment:

- Work on final project, finalize for critique next week
- Read the [Podcasting article on Law and Ethics](#) (Museum News Jan/Feb 2007) in PDF format

Week Five: Critique Project #1

Assignment:

- Bring in 4 images to work with next week. Complete Flash tutorial.
- Review MUSE award winning websites at
<http://www.mediaandtechnology.org/muse/2006muselist.html>
- Choose one to review and write a one-page critique of your impressions (what did you like/dislike and why)

Week Six: SPEAKER

Assignment: Storyboard for mini-project in Flash

Week Seven:

- Introduction to Flash
- Stage, timeline, toolbar, panel sets
- Shapes, colors, text
- Symbols, instances
- Effects – alpha, motion
- Creating a simple animation
- Creating a simple slideshow

Assignment:

- Start to storyboard ideas for website. Bring in sketches for next class. Practice skills utilized in class for your Flash mini-project.
- Read the [Sorenson article in PDF format](#), “Both Messenger and Message: Media in the New Museum” and write a brief review of your findings in the article

Week Eight: SPRING BREAK!**Week Nine:**

Visual Communication

- Discuss creative team – Designer, Web Developer (programmers), Client (educator, curator, exhibition designer)
- Utilizing design principles – color, line, repetition, shape
- What is effective visual communication in multimedia?
- Creating storyboard of web content (Proofread)
- Content – how to develop for web (varies with discipline...research, heavy on text; arts/entertainment...heavy on graphic imagery; commercial...lots of info at once).
- Balance of function and aesthetics

- Introduction to Dreamweaver 8
- Overview of application interface
- Structure of site and discipline in defining sites
- File naming conventions
- Image preparation and importing

Assignment:

- Create a schematic drawing of a favorite web site
- Decide on an interesting and informative topic that you will use to create a web site. You may also concentrate on an expressive website.
- Continue working on your Flash mini-project, critique will be next week.

Week Ten: CRITIQUE OF FLASH MINI-PROJECT

- Designing in Dreamweaver vs Fireworks/Photoshop
- Browser window size
- Backgrounds – image maps, backgrounds, textures
- Importing images
- Text/Fonts – CSS, readability, size
- Navigation/Use of icons for navigation– how effective and when to use
- Tables/Layers
- Interface design considerations

Assignment:

Begin gathering and creating elements for your web project:

- Graphics
- Copy
- Begin building elements of a basic site

Week Eleven:

- Advanced Dreamweaver techniques
- Links, anchors and mailto
- ALT tags in Dreamweaver (accessibility and the web)
- Dynamic vs static pages; linear vs interactive media
- Behaviors

- Pop-up windows
- Rollovers
- Swap image
- Exercises in class on the use of these techniques

Assignment:

- Visit <http://www.ideum.com/blog/2006/03/06/a-survey-of-museum-blogs-community-sites/> and read about the survey of blogs and museums. What is your opinion of blogging being used for museums and cultural institutions? Come to class ready to discuss this topic.

Week Twelve:

- Making collections available to public via WWW
- Extending exhibition beyond museum walls
- Add site map to web site project

Assignment:

- Begin refining final web site
- Follow this link and read: <http://www.archimuse.com/mw2001/papers/sumption/sumption.html>
Explain in a brief paper how museums reach audiences outside of the physical context

Week Thirteen:

- Initial critique of web site
- Uploading site to server
- Integrating Shockwave and other media types
- Class work time for projects

Assignment:

- Refine final web site

Week Fourteen:

SPEAKER: Matthew Fisher, Night Kitchen Interactive

- Assign presentation time
- Discuss video-web (QVTR) technologies
- Peer review of web sites

Assignment:

- Refine final version of web site piece

Week Fifteen: FINAL PRESENTATIONS

- Review of Dreamweaver techniques
- Work in class developing web site

Assignment:

- Refine final version of web site project to hand in next week.

Week Sixteen: PROJECTS DUE ON CD AND DVD

Reading list

PDF handouts – will be distributed via email

Internet information sites:

Museum Computer Network

<http://www.mcn.edu/>

Archives and Museum Informatics

<http://www.archimuse.com/conferences/mw.html>

AAM/Media and Technology

<http://www.muse.org>

Technical information:

Wired

<http://www.wired.com/>

Adobe

<http://www.adobe.com>

Apple

<http://www.apple.com>

Computer Graphics World

www.cgw.com

eMedia

www.emedia.com

MacWorld

www.macworld.com

MacAddict

www.macaddict.com

Print

www.printmag.com

Suggested Resources:

You can download free trial (30 day) use of all the applications in the Adobe Web package (Fireworks 8, Flash 8 and Dreamweaver 8) from www.adobe.com.

Peach Pit Press is one very good publisher that offers a number of low cost manuals i.e. DreamWeaver, Flash, Garageband, and Visual Quickstart Guides.

Make sure that you purchase publications relevant to the software versions currently in use at UArts. These books are readily available at Borders, Barnes and Noble, and Amazon.com.