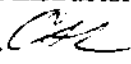


## INTEROFFICE MEMO

**To:** Multimedia Department Instructors  
**From:** Clovice A. Lewis, Jr.   
**Subject:** Plans for the New Year  
**Date:** December 23, 1997

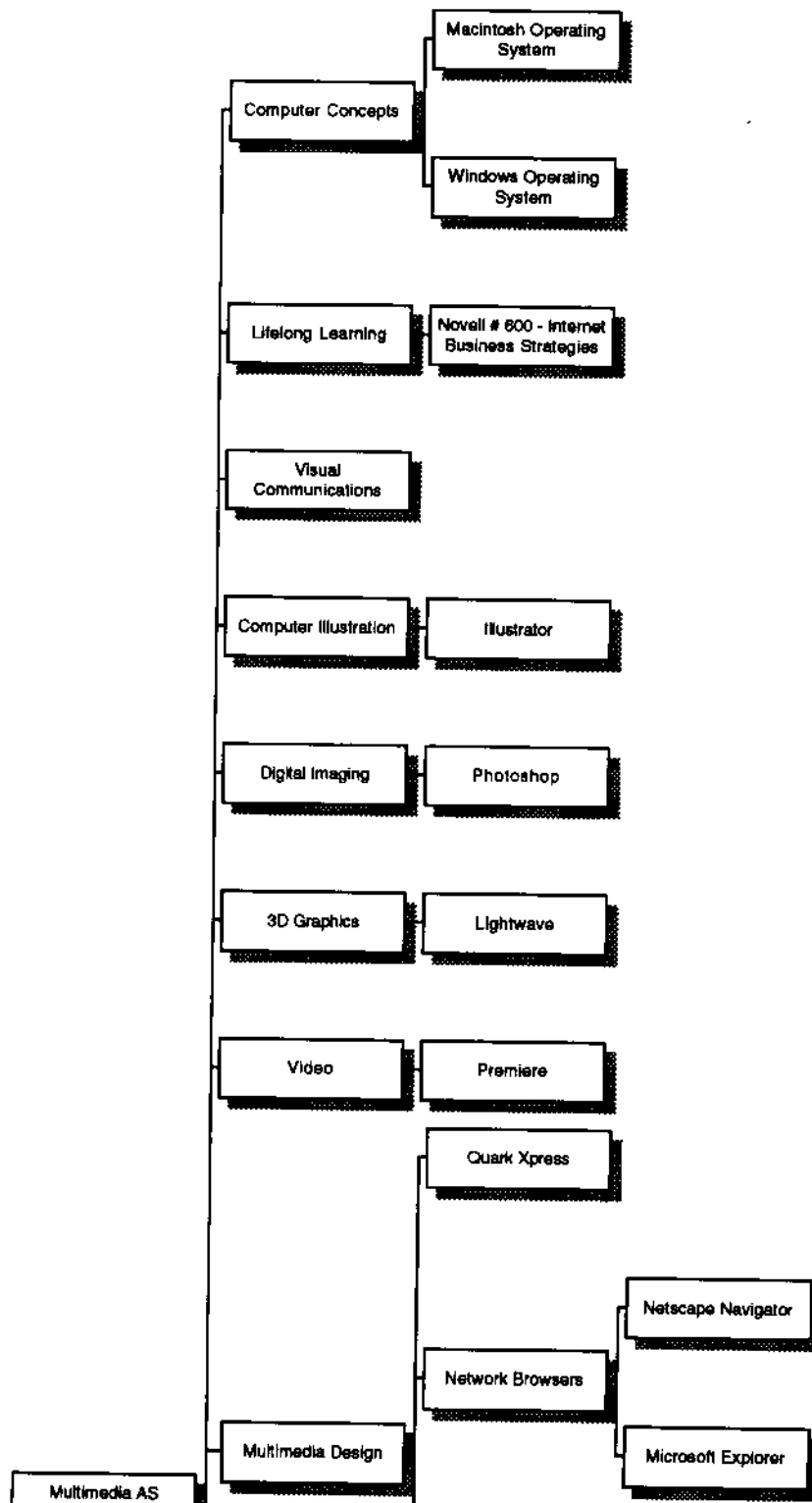
There have been a few changes in the Multimedia Department since we last met. To put it as succinctly as possible:

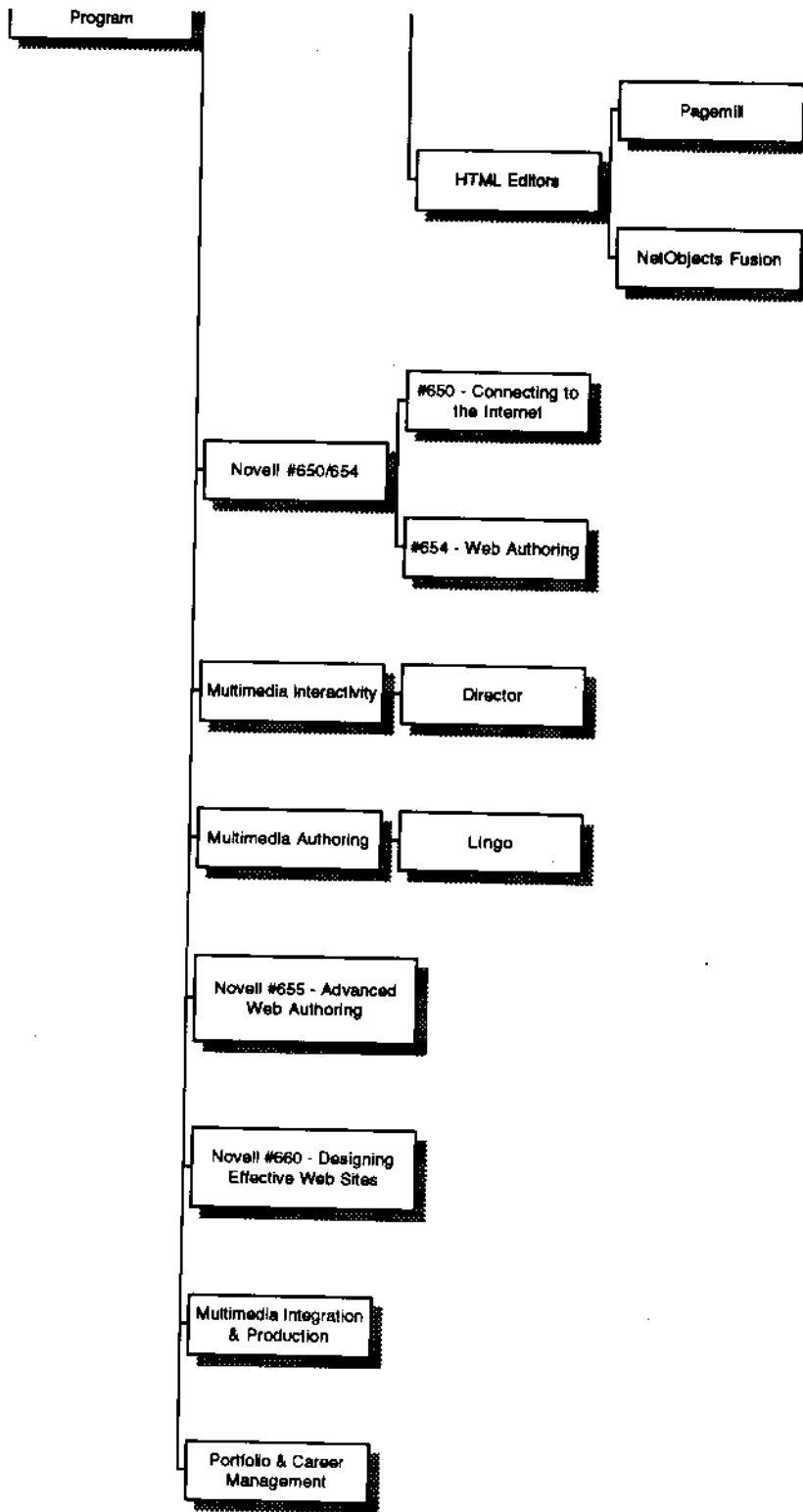
- 1) We have a new curriculum that incorporates five Novell "Web Designer" certification courses into an AS program that has been extended by 3 modules
- 2) Nearly every class we presently teach will require major renovations in order to accommodate the new program
- 3) Each of you will be expected to make significant contributions as to the design of these classes
- 4) You will be trained how to make use of instructional technology that was originally purchased for developing Multimedia courses over the internet. These courses will now be developed for in-house use because...
- 5) There will be *no Multimedia courses* taught within the Distance Learning program. The former Distance Learning is being co-managed by Lisa Catto and Craig Spriggs. Some Systems and General Education classes will be developed and offered to meet contractual obligations. Eventually, the resources of the former Distance Learning program will be devoted to servicing our plans for an intranet system to feature computerized student evaluations, updated curriculum planning and enhancement capabilities, computerized tutorials for General Education and Multimedia.

Please study the attached detailed outline of the new curriculum as it will be offered. Note that we will be hiring new instructors to teach the Novell classes, unless some of you have a particularly strong desire to do so. Note also that we still plan to have all instructors who teach the classes we offer through Adobe and Macromind to be certified by those companies. I will inform you of these developments later.

Please be advised that the Multimedia Department instructors will have an Orientation Luncheon to be held on January 26, 1998. The place is yet to be determined, but Les, Larry, Lisa, and I, among others, will give you more details about what I perceive to be a truly exciting new program. I am looking forward to a new era of the interdepartmental cooperation and educational excellence that we all can attain in the coming year.

Have a great Holiday season. Come back refreshed and with your thinking caps on.





## Multimedia AS Program

- + **Multimedia AS Program**
  - + **Computer Concepts**
    - Macintosh Operating System
    - Windows Operating System
  - + **Lifelong Learning**
    - Novell # 600 - Internet Business Strategies Course Overview

This course teaches students how to place a business on the Internet and how to manage the development of a business Web site from inception to evaluation.

The course uses realistic business scenarios, giving students a hands-on opportunity to develop a marketing strategy, create a business plan, and implement the business plan - while requiring them to keep in mind cost efficiency and return on investment.

Audience

Business Managers, department heads, Internet Consultants, Developers system administrators, business analysts, and their managers; as well as project managers, operating division business managers, and Web publishers.

Prerequisites

To get the most from Course 600 students should be familiar with computers and software. Internet experience is helpful. Course 650 Connecting to the Internet can provide equivalent experience

- **Visual Communications**
- + **Computer Illustration**
  - Illustrator
- + **Digital Imaging**
  - Photoshop
- + **3D Graphics**
  - Lightwave
- + **Video**
  - Premiere
- + **Multimedia Design**
  - Quark Xpress
  - + **Network Browsers**
    - Netscape Navigator
    - Microsoft Explorer
  - + **HTML Editors**
    - Pagemill
    - NetObjects Fusion
- + **Novell #650/654**

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### - #650 - Connecting to the Internet Course Overview

Connecting to the Internet is an introductory course to Internet technology. The course introduces the use of Internet services, including the World Wide Web, email, message forums and news groups. Students will get hands-on experience with evolving Internet technologies, including virtual reality and audio conferencing. Students will be also be exposed to the various methods for establishing Internet connections and become equipped with the skills they need to "get connected."

The second half of the course focuses on the use of a World Wide Web browser. Topics covered include: using Netscape Communicator to navigate the Web and retrieve information from the Internet, create bookmarks, conduct Web searches, download files and use email. The installation and use of browser plug-ins is also introduced.

#### Audience

This course is valuable for anyone who wants to explore and take full advantage of the Internet's resources. It is an introductory course for anyone who has not yet connected to the Internet or who would like to learn more about using Internet services and tools.

#### 650 Course Outline

At the completion of this course, the students will be able to do the following:

- Describe the history of the Internet
- Diagram the layout of the Internet.
- Summarize how the Internet works.
- List the available resources and services on the Internet.
- List ways organizations can use Internet technology to reduce costs, improve communication, market products or images and create mind share.
- Identify ways organizations can apply Internet technology to create intranets.
- List different models for creating an organizational presence on the Web
- List the different methods by which information may be accessed on the Internet (browser, ftp, gopher, telnet, veronica.)
- Retrieve files using FTP.
- Use a gopher site to search for information.

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- Use Internet tools with a Web browser to locate information on the Internet.
- Use a Web browser to copy information from the Internet.
- Describe the various ways of communicating on the Internet (email, forums, IRC, CHAT, Listserv, Usenet, etc.)
- Define the standards used by Internet email (pop3, mime, etc.)
- Identify the security issues involved in sending, receiving, and reading Internet email.
- List Netiquette basics.
- Describe the issues involved in sending and receiving documents as email attachments.
- Identify the requirements for connecting to the Internet.
- Identify the various ways Internet access is provided.
- Identify the cost/benefit considerations of the Internet connectivity methods.
- Navigating the Web
- Using Bookmarks
- Searching the Web
- Saving and Printing
- Introduction to Newsgroups
- Configuring Windows '95 to use email with a browser.
- Sending, Receiving and Retrieving email with a browser.
- Using an Address Book.
- Using a Message Center
- Mail Reading Options
- Download a browser plug-in from the Web
- Install a plug-in product
- Choose the appropriate development tool or plug-in for a given scenario

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- Configure a browser for use with a plug-in.
- Summarize the features of various plug-ins.
- Install a plug-in product.
- Choose the appropriate development tool or plug-in for a given scenario.

### #654 - Web Authoring

#### Course Overview

Web Authoring and Publishing is a course that focuses on the skills required to design and publish Web documents. Students will create Web pages using hypertext markup language (HTML) and use story boarding to design a Web site. They will generate HTML links, add graphics to Web pages and create a clickable image map. They will create tables, create HTML forms to capture data, and create frames on a Web page. Finally, students will use a Web site development tool (NetObjects Fusion) to develop a Web page and update links.

#### Audience

Anyone who wants to create a Web page or host a server on the Internet — Web Masters, writers, artists, designers, marketers, salespeople, public relations professionals, supervisors, programmers, technologists, system administrators.

Those who provide support services — system integrators, resellers, WWW consultants, Internet service providers, IS personnel, CNEs, CNIs, MCNEs, support personnel, network administrators, and department employees.

At the completion of this course, the students will be able to do the following:

- Create a basic HTML document.
- Use storyboarding to design a Web site.
- Create HTML links.
- Add graphics to Web pages.
- Create clickable imagemaps.
- Create tables.
- Create forms to capture data.
- Create and manipulate frames on a Web page.
- Use a Web site development tool to develop a Web page and update HTML links.

## Multimedia AS Program

### + **Multimedia Interactivity**

#### - Director

Distance Learning argues that Director (old Multimedia Business) should come before Lightwave on the theory that students will be dealing with 2-D animation first, then move to 3-D Modeling before Lingo. We prefer to have Director and Lingo combined, stressing interactivity - not 2-D animation. While fine for 2-D animation projects, this is not the particular strength of Director. With the exceptions of changing pallettes, deforming sprites, and "in-betweening" sprite placement, Director has very limited provisions for animating in 2-D. Because there are so many other programs that provide for even better 2-D manipulation, Director will be taught as an introduction to Multimedia design and programming.

### + **Multimedia Authoring**

#### - Lingo

#### - **Novell #655 - Advanced Web Authoring**

Authoring is next in the line-up for Novell. It is required before #660 - Designing Effective Web Pages!!

#### Course Overview

This course will introduce advanced web authoring tasks. The students will learn to modify and use many types of scripts and commands to enhance a Web site: PERL scripts, SSI (Server Side Include) commands, JavaScripts and Java applets. At the end of the course the students will enhance a Web site by modifying and PERL, JavaScript, SSI commands, and Java applets.

#### Audience

This course is intended for Web Publishers, Web Developers, Intranet Managers, Web and Network Administrators, consultants, system integrators, Internet service providers, and resellers.

At the completion of this course, the students will be able to do the following:

- Identify National Center for Supercomputing Applications (NCSA) SSI Commands.
- Identify SSI commands specific to the Novell Web Server
- Enable the server-side include mechanism for a directory
- Use server-side include commands in HTML documents
- Identify SSI security issues
- Identify the Common Gateway Interface
- List common CGI scripting languages
- Identify situations in which to use CGI

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- Identify where CGI scripts can be located on a Novell Web Server
- Identify the major differences between RCGI and LCGI
- Identify and use rudimentary programming concepts: If, then, else
- Identify the method of communication between the Web server and PERL scripts
- Use PERL environment variable names in scripts
- Modify and Use PERL CGI scripts
- Compare PERL to other programming languages
- Identify features and appropriate uses of JavaScript
- Embed JavaScripts in HTML code
- Identify JavaScript Language concepts
- Identify security and memory management issues
- Compare JavaScript and Java
- Identify features of Java
- Use Java applets in a Web page
- Identify where Java Applets can be located on the Web server
- Identify Java security and memory management issues
- Identify features of JavaWare LCGI

### **Novell #660 - Designing Effective Web Sites**

#### Course Overview

Designing Effective Web Sites is a course that will teach students essential principles of Web design and page layout.

Course discussions address concepts involved in completing job tasks that current Web designers accomplish every day. These discussions are strengthened with hands-on lab exercises which incorporate case-studies and help students solidify the design concepts with practical application.

#### Audience

Students attending this course come from various backgrounds and job functions including Web designers, GUI designers, Web masters, desktop publishers, editors, writers, and

## Multimedia AS Program

marketers.

At the completion of this course, the students will be able to do the following:

- Identify design strategies to reach and keep your audience
- Identify which browser your Web site should be designed for
- Demonstrate how to use tables, set margins, place indentations, interline spacing, and interletter spacing for effective page layout
- Demonstrate how to achieve type special effects and identify the options of rendering type using Adobe Photoshop
- Identify the effect of bit-depth on a range of colors, image quality, and file size
- Identify and create low-bandwidth graphic file types with Adobe Photoshop
- Identify and create computer generated graphical effects with Adobe Photoshop
- Define effective navigation models for large-scale Web site
- Identify animation technologies and create animations using current tools and technologies
- Identify how to effectively use multimedia, java, and ActiveX controls
- Identify and incorporate interactive elements on your Web page
- Identify modeling techniques for creating computer Web sites
- **Multimedia Integration & Production Management**
- **Portfolio & Career Management**