

# GRAPHIC INTERNET TECHNOLOGY



**GRA 2727**

## Streaming Media Creation

Creative digital media for the Internet

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Students must be officially enrolled to receive a grade and credit for this course.

GRA 1145 Streaming Media Creation  
Creative digital media for the Internet

Course handout prepared by David W. Smith

Catalog Description

This course will teach students in the Graphic Internet Technology program how to create, edit, and stream digital media from a server for distribution on the Internet. This course provides a logical organization for understanding the benefits and limitations of streaming media. Course content will enable students to use digital cameras, digital media editing programs and produce creative presentations or portfolios for streaming distribution on the Internet. Students will learn the basic concepts of streaming media such as: how to prepare media for various bandwidths, how and when to use transitions, how to prepare titles, how to prepare superimposing, how to prepare audio and how to edit. This is a required course for students in the Graphic Internet Technology degree. It is also recommended for webcasters, web design or advertising industry personnel who wish to produce streaming media. Special Fee \$118 [2 hr. Lecture, 2 hr. Lab = 6 Clock hrs. (96 college hrs. Total)] (Minimum 81.6 Hrs.) Prerequisite: Electronic Photoshop, GRA 2577c, Introduction to Internet Communication, GRA 1144, Imaging for the Internet, GRA 1433, and Advanced Imaging for the Internet, GRA 1141.

Competencies:

1. Students will identify the CPU, Hard Disk, and Ram requirements of, various media editing and creation applications by passing a written or verbal test on this information.
2. Students will become knowledgeable of the basic concepts of digital media for the web, and know the benefits and limitations of streaming media on the Internet by passing a written or verbal test on this information.
3. Students will demonstrate an in-depth understanding of the Adobe Premiere interface, digital media file formats and file management by producing media and passing projects on this information.
4. Students will become knowledgeable on how to import images from other applications into Adobe Premiere by performing and passing a project on this information.
5. Students will be able to perform the following operations in each of the media applications Avid Express, Adobe Premiere, and Adobe After Effects: Identify and organize palettes and windows. Identify and sort source material. Alter resolution, quality and zoom settings. Work with layer switches and properties. Students will perform and pass projects on this information.
6. Students will demonstrate how to use the timeline, frames, keyframes, layers, and transitions in the following applications: Avid Express, Adobe Premiere, and Adobe After Effects by performing and passing projects on this information.
7. Students will become knowledgeable and master techniques such as: how to use text effects, use duplicate keyframes, use spatial and temporal interpolation, use roving keyframes by performing and passing projects on this information.
8. Students will demonstrate how to pre-compose layers, understand the rendering que, and demonstrate how to nest compositions to render appropriately by creating and passing projects on this information.

9. Students will demonstrate how to create and prepare animated files to produce their own student portfolio for the internet by performing and passing a project on this information.
10. Students will become knowledgeable of the basic concepts of the Avid Express System, the basic features of Avid Express and understand the differences of rendering for the Internet and rendering for broadcast TV by performing and passing a written or verbal test on this information.
11. Students will demonstrate an understanding of the Avid Express interface, Avid Express bin and timeline, file formats and file management by performing and passing a project on this information.
12. Students will demonstrate how to import images from other applications into Avid Express by performing and passing a project on this information.
13. Students will identify and organize palettes and windows, identify and sort source material, alter resolution for source material, for the Avid Express by passing a project on this information.
14. Students will demonstrate how to use the Avid Express timeline, layers and keyframes, along with masks, settings, text controls, transformations, and audio settings by performing and passing a project on this information.
15. Students will demonstrate how to optimize Avid Express files to produce streaming content for the internet by performing and passing projects on this information.

## Course Requirements

### Required Textbooks

- Adobe Premiere 6 Classroom in a Book
- Adobe Creative Team, ISBN 1-56830-467-6
- Premiere 6 for Macintosh and Windows: Visual Quick Start Guide
- Antony Bolante, ISBN 0-201-35475-6 © 1999

### Required Supplies

- One loose-leaf binder
- Loose-leaf filler paper, 100 sheets
- Ball point pens
- Highlighter pen- Yellow
- Pocket calculator
- Sketch pad and colored pens or pencils.
- Layout paper, 24 lb., 8 1/2-by-11 inches, 100 sheets,
- One plastic clear ruler with inches.
- Four 100 MB Zip Disks Mac format.

### Evaluation

Students are expected to attend every class regularly and to arrive on time for each class. Excessive absences and tardiness will affect the student's final grade. It is the student's responsibility to make up class work and notes when absent or late for class. To have your absence excused please call my phone mail line at 305-237-1186 and tell me why you were out. Illness, family emergency, or illness of a child on family member will be considered.

An attendance grade will be averaged as a project grade and will constitute approximately 10 percent to 15 percent of the student's final grade.

If you do not take the quiz or test on the assigned date, you will be given a make-up quiz and will lose 15 percent of your grade. If you are absent and excused, you will be given a make-up

quiz but will not lose 10 percent of your grade. The quiz and project grades will constitute 75% of your final grade depending on whether a final exam is given.

Projects will have an assigned due date to be completed. If they are not handed in on time they will lose 15 percent of the grade. The projects will be graded on their neatness, completeness and accuracy of following instructions, and how well you completed the project objectives.

The final exam will be given on the assigned date and is up to the instructor whether it is given. If you do not take the final exam on the required date you must make special arrangements with the instructor to take a make-up final exam which will be longer in length and you will lose 20 percent. The Final Exam grade will constitute 10 percent of your grade.

GRA 2147 Streaming Media Creation is a four-credit course which meets 84.8 hours during the semester. Enough time is scheduled to complete the assigned projects during the regular hours of the course. Students can come into the computer lab to do lab work only if the instructor in-charge at that time has given them permission. Students may also use the Computer Courtyard in the 2000 building.



Special concessions, such as reserved computer workstations, will be made for the physically challenged.



In an effort to preserve the environment, recycling boxes are located around the room for refuse paper.

#### Grading Scale

The grading scale for all elements of this course is as follows:

•A	=	100	-	93
•B	=	92	-	84
•C	=	83	-	70
•D	=	69	-	62
•F	=	below 62.		

#### Lab Safety

Please observe the following safety guidelines:

- Please look at the evacuation routes and procedures posted by doors inside the lab.
- A fire alarm consists of a triple horn/buzzer effect. When a fire alarm is sounded, please exit the lab orderly and quickly.
- Please enter and exit only through designated doorways. All other entrances are emergency exits only and an alarm will sound if they are opened.
- A first aid case is located in room 3133 for minor injuries.
- MDCC does not carry insurance on students.
- Never eat, drink, or smoke in the labs.
- Never touch any computer cabling without instructor supervision.
- Do not cover the computer's ventilation area.
- Do not expose diskettes to extreme temperatures or magnetic fields. Do not touch magnetic media with your hands.
- Do not bring computer games or other programs to the lab.
- Do not attempt to Trash other students work on the server.
- Please be respectful of your fellow students.



Warning: Copying software is illegal.  
Do not copy programs or ask instructors  
to copy programs for you.

Suggested Periodicals

1. Video Systems, monthly magazine, [www.videosystems.com](http://www.videosystems.com)
2. Interactive Magazine, bi-monthly magazine.
3. Step by Step Electronic Design, monthly magazine.