

NMC SUMMER CONFERENCE 2001

**Wednesday, May 30- Saturday, June 2
California State University Monterey Bay**

WEDNESDAY, MAY 30

PRECONFERENCE WORKSHOPS

8:30 AM – 4:30 PM

Final Cut Pro 2

Bill Hanson, Apple

University Center Ballroom

This full day hands-on class will offer a comprehensive evaluation of this popular program, from capturing, editing, compositing and output to tape, CD-ROM, DVD-Video or streaming on the web.

Final Cut Pro combines non-linear video editing with a full complement of capabilities including motion graphics, compositing and animation to allow maximum flexibility in digital storytelling. Content can be batch captured from the new generation of DV format devices as well as Motion JPEG compression cards and traditional analog formats.

12:30 PM – 4:30 PM

Digital Storytelling

Leslie Rule, Center for Digital Storytelling

University Center 114/115/116

Leslie Rule demonstrates how the tools of multimedia can be used to weave powerful and compelling stories. We investigate digital storytelling's place within a multimedia curriculum and what it can teach students as the timeless tradition of storytelling finds a new form via the latest digital tools.

Discussion includes the types of stories most appropriate in a higher education setting. Examples of students' work pulled from a variety of disciplines and cultures will be shown and discussed.

5:00 PM – 7:00 PM

REGISTRATION

Beach Resort Hotel 4th Floor Ballroom

6:00 PM – 8:00 PM

OPENING RECEPTION

Sponsored by Adobe

Beach Resort Hotel 4th Floor Ballroom

THURSDAY, MAY 31

9:00 am – 10:30am OPENING PLENARY SESSION

World Theater

NMC Future Directions

Tom Andrews, NMC Executive Director & Joan Huntley, NMC Board Chair

Join NMC staff and Board members at this kickoff session to learn more about NMC's expanding vision, and what it means for you; and to provide your feedback and ideas for new programs and partners. In the plans: more opportunities for NMC members to connect with each other and with colleagues working in education, libraries, museums, design firms, and industry

10:45 am – 12:15 pm

Aftereffects 5.0 – A Basic Introduction

Tina James, Adobe Systems

University Center Ballroom

Design motion graphics and save them for the web, video, or film. This hands-on session is designed to acquaint the user with the interface and basic features of AfterEffects. It will cover animation basics including setting keyframes and adjusting parameters over time. You will learn how to combine animation and effects, how to work with blue screen footage, create a pop video, make an invisible man, and how to make text flow along a path, varying the nature of each text character individually.

Apple DVD Technical Briefing

Bill Hanson, Apple Computer

Music Hall

With the DVD format, a new era of consumer entertainment and education curriculum delivery has arrived. For the first time, high-quality digital video as well as surround sound audio can be delivered to the user on a single interactive compact disc. Playable on the set-top or the desktop, DVD bridges the worlds of video and personal computing in a single, unified format.

In this session you will learn the details of the various DVD standards, the encoding process and take a detailed look at the new Apple tools for DVD content creation, iDVD and DVD Studio Pro.

Accessible Web Design

Sarah Horton, Dartmouth College

University Center 114/115/116

Sarah will demonstrate how you can make web sites accessible without making them dull. She will explain the latest accessibility requirements in plain English and show how to develop well designed, accessible sites.

12:30 – 1:45 LUNCH

University Center Ballroom

2:00pm – 3:30pm

Aftereffects 5.0 – Advanced Session for Aftereffects Users

Tina James, Adobe Systems

University Center Ballroom

This hands-on session will focus on 3D compositing including working with lights and cameras; parenting or linking layers so that the geometric behavior of one layer affects the behavior of a linked layer; and using the power of Java Script in AfterEffects. You will be introduced to new capabilities in Aftereffects 5.0 including SWF output, dynamic preview, and intelligent caching.

Creating Web Multimedia

Michael Bryant, Sonic Foundry

University Center Living Room

This hands-on session will teach you how to use Vegas Video, Video Factory and Acid Pro to produce multimedia presentations for the web. We will also cover embedding Metadata for enhanced multimedia.

Does Your School Really Know What You Do?: Classification and Compensation of Campus NMC Staff

David Herrington, Princeton University; Andrew Bonamici, University of Oregon

Music Hall

What do staff at New Media Centers do? How do their duties compare with other jobs, both internal to and external to the academic environment? How much do they get paid on the average? This session will feature presentations from the University of Oregon and Princeton University (including the results of the recent NMC Salary Survey) and will be followed by group discussion about the issues involved in getting adequate positions and compensation for NMC staff.

Metacat: A Product Spinoff from NMC Development

Sara Moshman, Metacat

University Center 114/115/116

Sara will talk about her experience developing Metacat multimedia library software, while working at the NMC at the University of Nebraska, and then creating a company to further develop and market the

product. Sara will demonstrate Metacat's easy search and manipulation tools tailored for education, and the latest features include a data model, security system, and innovative cataloging scheme. Sara will also preview a new tool that promotes rational decision making through peer interaction, currently under development with the University of Nebraska's Center for Instructional Innovation.

3:45 – 5:30 Five Minutes of Fame

World Theater

Lights! Cameras! Action! It's NMC's own version of the Gong Show, where members have five minutes to offer a glimpse of the most exciting work they're doing. You'll see a range of products from an interactive anti-smoking health education program for teens, to a student-designed web system that allows materials to be shared by multiple instructors, to interactive art works and multimedia degree programs.

6:00 – 7:30 BARBEQUE DINNER

University Center Patio

FRIDAY, JUNE 1

9:00 am – 10:30 am

Adobe Premiere 6.0 – an Introduction

Tina James, Adobe Systems

University Center Ballroom

This hands-on session will acquaint the user with the interface and basic features of the latest version of Adobe Premiere. Coverage will include the new storyboard feature, automating footage to the timeline, the new audio mixer, and controlling web page content using a movie created in Premiere.

Macromedia Flash 5 - Basics

Matthew Robold, Macromedia

University Center Living Room

Learn the basics for building vector graphics and animation with Macromedia Flash 5 in this hands-on session. Topics include drawing, text, shape and motion tween animation, and buttons.

Selecting and Using Course Management Products

Margaret Byrne, Old Dominion Univ.

Music Hall

Provides an overview of course management products, the process for evaluation, selection, negotiation, and implementation. Discusses differences among course management products and learning management systems and the importance of their relationship to the larger infrastructure of portal, databases, and student information systems. The session will include brainstorming on how to overcome difficulties in current product offerings, and likely near-term solutions.

Going Wireless on Campus

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Troy Challenger, CSU Monterey Bay; Kwan Law, University of Texas, Austin; Julie Holliday, Compaq.

CSU Monterey Bay is a wireless campus. The University of Texas has recently implemented wireless networking in the Technology Classroom Building. Learn about the advantages and challenges of going wireless, and come prepared to contribute your own experience with going wireless on campus.

10:45 am – 12:15 pm

Macromedia Flash 5 Advanced Features and ActionScript

Matthew Robold, Macromedia

University Center Living Room

In this advanced hands-on session for experienced Flash users, you'll learn how to import and export QuickTime movies, use and customize SmartClips, create templates for generating dynamic graphics, use the new Actions panel and write your own code with ActionScript.

Web Integration

Alan Felgate, Adobe Systems

Music Hall

Learn how to use a comprehensive set of tools from Adobe to build dynamic web sites. This session will show how GoLive, LiveMotion, Photoshop and Illustrator work together for optimum web design.

Project Management for Complex Projects

Rodney Kinn & Christopher Mercadante, Medical College of Ohio *University Center 114/115/116*

In this entertaining reprise of the wonderful session delivered at the NMC Midwest conference, the folks from the Center for Creative Instruction will share their secrets for successfully producing multimedia projects without any murder or mayhem! They'll outline the various roles required, and discuss their techniques for keeping projects on track.

12:30 – 1:45 LUNCH

University Center Ballroom

2:00 pm – 3:30 pm

Creating Web Video with Premiere

Tina James, Adobe Systems

University Center Ballroom

In this intermediate/advanced hands-on session for experienced users of Premier, you will learn how to create optimized web video with Adobe Premiere.

Going Digital

Michael Bryant, Sonic Foundry

University Center Living Room

Learn how to preserve old vinyl and tape recordings. This hands-on session will show how to use Sonic Foundry Sound Forge to record and enhance old recordings and burn them on CDs. The session will also cover editing and preprocessing concepts as they apply to digital audio and specifically Sound Forge.

Taking Your Web Site to the Next Level

Matthew Robold, Macromedia

Music Hall

Learn how to optimize your web workflow with Macromedia Flash 5, FreeHand 9, Dreamweaver 4, Fireworks 4, Dreamweaver UltraDev 4, and Generator Developer Edition.

A Collaborative Approach to Developing Databases with Visual Content

Traci Temple & Diane Dagefoerde, Ohio State University

University Center 114/115/116

The Web Media Collective is a cross-disciplinary research group involving the College of Humanities, the College of the Arts and the College of Education. This session will present the collaborative approach to collection development, and to exploring ways centralized infrastructure resources are leveraged to meet the needs for students and faculty in associated courses. In all, more than 6,000 students benefit from the Collective's work through web access to instructional media. A behind-the-scenes look at the database project for the Huntington Archives will be used to illustrate the database design and planning process.

3:45pm – 5:15pm

i-Movie

Apple Computer

University Center Ballroom

Expressing your inner auteur was never easier! By the end of this fast-paced, hands-on session, you'll be able to import digital video, edit it, and produce your masterpiece of creative expression, using Apple's latest software tool.

Building a Data-Driven Web Site with Dreamweaver UltraDev 4

Macromedia

University Center Living Room

In this intermediate hands-on session, learn how you can make your Web site more flexible and maintainable using a visual editor. UltraDev fundamentals, ASP basics and site connectivity will be covered.

Open Knowledge Initiative

Charles Kerns, Stanford University; Katie Livingston-Vale, MIT

Music Hall

The NMC folks at MIT and Stanford are actively involved in a Mellon-sponsored program to develop sustainable, open source web-based tools to support teaching and learning. Join them for a status report on

the project, and help them gather information about the needs of NMC schools re: what tools/components are necessary, what teaching and learning activities should be supported, what learning organizations other than courses need support (e.g. advising, undergraduate research, internships, etc.) Learn how other institutions can participate.

Using Students to Provide Technology Support

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Kwan Law, University of Texas, Austin; Todd Van Zandt, University of California, Davis; Kathy

Heerema, University of Oregon; Traci Temple, Ohio State University

Panelists will outline how they support IT users through the use of student technical support. Discussion will include such issues as: what to look for in student employees, compensation, training, appropriate student tasks, and student career paths, as well as the challenges and limits involved in relying on student assistants.

DINNER – ON YOUR OWN

SATURDAY, JUNE 2

8:30 – 10:00

i-Movie

Apple Computer

University Center Ballroom

Expressing your inner auteur was never easier! By the end of this fast-paced, hands-on session, you'll be able to import digital video, edit it, and produce your masterpiece of creative expression, using Apple's latest software tool

Building Online Learning with Dreamweaver 4

Matthew Robold, Macromedia

University Center Living Room

In this basic hands-on session, learn how to build HTML-based online learning with Macromedia Dreamweaver and to use the Course Builder Learning Extensions to build trackable interactions and quizzes.

Working session: Course Management Implementation

Margaret Byrne, Old Dominion University

University Center 114/115/116

Most useful for organizations already fully involved in the implementation of course management product(s). The session will include brainstorming, priority setting, and problem-solving to set an agenda of issues related to pedagogy, instructional models, and tools needed to make course management products more effective. The session will also address issues such as visual literacy, principles of audio and visual communication, and areas that have a direct impact on what we do as new media creators.

10:15 – 11:45 CLOSING PLENARY

Understanding and Teaching Web Design Principles

Lynda Weinman, Lynda.com

Music Hall

Design expert Lynda Weinman shares her favorite tips and insights into what constitutes successful web design practices. Using vivid examples, she will discuss navigation, usability, color, typography, animation, sound, and community. You'll hear her ideas about how to teach design principles to your multimedia and Web design students, with a focus on how to teach design to non-designers. Lynda is known for her down-to-earth presentation style, and real world solutions to real world problems.

