



A POLYTECHNIC INSTITUTION

Course Outline

**School of Business**  
**Program: Associate Certificate in Web Technologies**

**MDIA 3206**  
**Audio and Video Technologies for Web Publishing**

**Prerequisites:**

MDIA 1205 or 1206 and 2205 or equivalent

**Course is a prerequisite for:**

<b>Hours/Week:</b>	4	<b>Lecture:</b>	2	<b>Lab:</b>	2	<b>Total Hours:</b>	24	<b>Level:</b>	Assoc. Cert.
				<b>Total Weeks:</b>	6	<b>Credits:</b>	2		

**Course Description:**

This course deals with the procedures and processes involved in publishing audio and video material on the Internet, including audio file formats, audio sample rates, audio resolution, audio compression, video file formats, and video compression. Students must have access to hardware capable of digitizing sound as well as an audio digitizing software package such as SoundForge (for the PC), or BAIS Peak (for the Macintosh), and QuickTime Pro and Real Producer (free). Assignments will not require the digitization of video.

**Evaluation**

		<b>Comments:</b>
Assignment 1	30%	Experiment in sample- and bit-rate conversion
Assignment 2	30%	Experiment in audio compression
Assignment 3	40%	Using audio and video as design elements in Web pages
<b>Total</b>	<u>100 %</u>	

**Course Learning Outcomes:**

At the end of this course the student will be able to:

- install and connect a sound card
- author Web pages that include downloadable and embedded audio and video files
- configure browsers for sound and video (including MIME types)
- describe the difference between analogue and digital audio and video
- use digital sampling processes, including sample rates and bit-rates
- list the common audio and video file types
- employ a digital audio recorder to create digital audio files

- use common compression codecs to compress audio and video files for delivery over the Web
- apply pre-authored video files to enhance website design

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**Text(s) and Equipment:**

**Required:** SoundForge (for the PC), or BAIS Peak (for the Macintosh), and QuickTime Pro and Real Producer (free)

**Recommended:** Flatbed scanner, and QuickTime software (digital camera desirable)