

ART641 Interactive Media Concept & Theory - online

Department of Art+Design, Towson University

Syllabus - spring 2012

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410-704-2802 (NOTE: best way to reach me is by e-mail)

Class Format/Office Hours

This is a fifteen week online course. There are no face-2-face meetings in the class however 1 afternoon a week (Tuesdays 1:30-2:30 pm) starting at 1 pm the professor will meet with students using the webinar interface WebEx. Instructions on the use of WebEx are in the ART641 Blackboard course site. You can also stop by my office during this time - Center for the Arts building room 4023. If this time is not convenient please e-mail for an appointment.

Another option: Meet me in Second Life at the Towson Innovation Lab Island (SL coordinates 138,128, 36) Monday nights at 8:30 - 9 PM Eastern Time.

NOTE: meeting me in SL will require that you have downloaded Second Life, and initiated an account. For complete information and an active link see Getting Started in SL in BB>Course Information for instructions.

TIME COMMITMENT

To earn an “A” in this course it is recommend that you set aside 8-12 hours a week to complete all course reading, video tutorials and course activities. Professor and students do not have traditional face-2-face meetings for this course, however the time commitment is equivalent to to a traditional 15 week semester long course:

Normal 15 week semester

Studio course 4 contact hours per week x 15 weeks = 60 hours of classtime

Outside work to be completed by student to earn an A = 4 hours per week x 15 weeks = 60 hours

Number of hours per semester **TOTAL= 120 hours or 8 hours per week**

Catalog Description

Advanced study of interactive media concept, theory and aesthetics including research and studio application.

Course Description

This course will explore the concepts, theories and applied principles of interactive media design. Through a series of interactive design exercises and projects the student will become aware of the interactive design issues and techniques faced by today’s interactive designers. Students are expected to develop their interactive design aesthetic as it relates to the WWW, and participate in research and discussion of various topics of interactive design including its impact on business, industry, culture, education, and the visual dissemination of electronic information. This is an online course.

Course Objectives

1. Students will investigate aesthetics, concepts, terminology and techniques used in interactive media design.
2. Students will design and produce interactive media for distribution via the WWW.
3. Students will complete a series of interactive media exercises and projects that will raise their awareness of interactive design principles, Web 2.0 technologies, social networking and virtual realities.
4. Students will consider usability issues impacting interactive media created for the WWW.
5. Students will explore virtual reality environments available via the Internet and consider their impact on future trend in interactive media design.
6. Students will utilize current industry software including: Adobe Photoshop, Flash, and Dreamweaver.
7. Students will utilize HTML and Dreamweaver for website authoring in order to publish interactive media projects and exercises.

ART641 Interactive Media Concept & Theory

Required online subscription

Lynda.com - Arrangements have been made for ART641 students to subscribe to a package of 5 tutorial presentations on Lynda.com (titles are listed below). This subscription replaces the requirement of purchasing three third party textbooks (see recommended texts) and comes at a much lower price.

With that said, Lynda.com is a great resource and this is an inexpensive opportunity for you to sample their vast offerings in a comprehensive manner.

The 5 titles selected for this course:

XHTML and HTML Essential Training	Flash Professional CS5: Animation Projects
Photoshop CS5 Essential Training	Flash Professional CS5: Code Snippets&Templates in Depth
Flash Professional CS5 Essential Training	

how to sign up - You will receive an e-mail during the first week of classes containing details on how to subscribe.

the cost to you - The Lynda.com subscription begins on January 31st and continues through May 22nd, 2012. The cost is approximately \$38.00, a considerable savings compared to textbook prices and Lynda.com's usual subscription prices.

Required reading assignments in the following three online newspapers: *New York Times*, *USA Today*, *Baltimore Sun*
Links can be found in the BB course or <http://www.towson.edu/studentaffairs/civicingagement/New%20York%20Times.asp>

Recommended textbooks - although these texts are not required, they are excellent third-party manuals for the software. It is always useful to have supporting documentation to easily reference while working. All can be ordered from www.amazon.com at discounted prices.

Chin, Russell, Flash CS5 Professional Advanced for Windows and Macintosh: Visual QuickStart Guide, Berkeley, California: PeachPit Press, 2010.

Perkins, Todd. Adobe Flash CS5 Professional Bible, Hoboken, New Jersey: John Wiley and Sons, 2010.

Ulrich, Katherine, Flash CS5 Professional for Windows and Macintosh: Visual QuickStart Guide, Berkeley, California: PeachPit Press, 2010.

Required software and class supplies:

A simple microphone for recording sound for Project 2 that works with your computer.

NOTE: Before you buy a microphone read the *Getting started in Second Life* topic under *BB>Course Information* to see if you want to purchase a headset that will allow you to use VoiceChat in Second Life. The headset is optional for SL however you will need, at minimum, a microphone that works with your computer.

CD-R's for frequent back up of your class work

The software titles required for this course are Audacity (audio capture and editing freeware available at <http://audacity.sourceforge.net/>) and Adobe Flash CS5. We will be producing most of the class exercises and projects using Flash and Audacity.

Recommended - not required - software titles: Photoshop and Dreamweaver.

Additionally we will be publishing some of our Flash work to the WWW and it will be useful if you already have a copy of Photoshop and Dreamweaver.

- For those of you who have already completed ART765 Graduate Design for the WWW you can use Dreamweaver for creating webpages.
- If you do not have any experience with Dreamweaver DO NOT buy Dreamweaver at this point. Instead you will create the webpages for displaying your Flash pieces using HTML. You will learn enough HTML in this course to get your Flash work up on the WWW.

ART641 Interactive Media Concept & Theory

What version and where to buy at academic prices

If you are within 1 version of the software title you should be in good shape for the course. Software should be purchased at the academic price from vendors such as journeyed.com. **DO NOT BUY SOFTWARE AT LIST PRICE, PAY ACADEMIC PRICE!**

Software titles can be downloaded from Adobe.com (30 day trials) while waiting for single user licensing to arrive, however the 30-day trial will not be sufficient for the course (you will need both software titles during the entire length of the course.)

Please note Photoshop CS5, Flash CS5 and Dreamweaver CS5 may be purchased as part of a software bundle offered by Adobe. If you plan to enroll in future Interactive Media Design Courses you may want to consider purchasing the CS5 Bundle which includes all of the software titles used in the IAMD courses. **NOTE: You will need to have Flash installed and ready to use by end of week one of the course.**

Software required for the IAMD courses is as follows:

ART610 - Adobe Photoshop, and Illustrator

ART620 - Adobe Photoshop, Illustrator, and InDesign or Quark Xpress

ART641 - Adobe Flash, Dreamweaver and Photoshop

ART765 - Adobe Photoshop, and Dreamweaver

Required web browsers and plug-ins

Please review the BlackBoard technical requirements to make sure you have the correct browser(s) installed and preferences enabled to participate in all Blackboard activities. It is strongly suggested that you install several of the browsers listed below in order to view webpages in various browsers. To find download sites visit yahoo.com's browser directory listing. Try to get the latest versions available for your operating system.

Note: Internet Explorer for Mac is no longer offered from Microsoft. If you can get a copy of IE 5.2 from another site great, but if not don't sweat it.

You will also need to install the latest versions of : Windows MediaPlayer, Acrobat Reader and Flash Player .

browsers	Windows	Mac
Chrome	X	X
Internet Explorer	X	
Firefox/Mozilla	X	X
Opera	X	X
Safari		X

Course Requirements: series of WWW exercises and projects, research assignment, quizzes, and class participation.

project one: **Creating a wiki from the ground up - ongoing group project** (80 points)

Students will work as a group to create a wiki on a specified topic. Students will devise the wiki process and etiquette. They will strategize on how best to utilize the wiki format for developing and refining content. Wikis will be created in Blackboard under the supervision of the professor.

project two: **Animated Flash Banner Ad** (150 points)

The student will create an animated banner ad using Flash and basic animation techniques. The student will select from a list of proposed clients and design the banner ad to given specifications.

project three: **Slide show presentation Flash** (150 points)

The student will create a slide show presentation using Flash. The slide show presentation will have viewer control to move through the slide images. The student will select from a list of proposed clients and design the presentation to given specifications.

ART641 Interactive Media Concept & Theory

project four: **DIY or How2 presentation in Flash** (150 points)

The student will design and create a step-by-step *Do it Yourself* or *How to* presentation using Flash and screen capture. The student will develop a user task analysis, storyboard the project, and create the project using Flash animation with interactive features. The audio will consist of a library of short recorded clips. The final piece will be uploaded to a public server and presented to the class.

In addition to the projects, students will complete exercises that correspond to and support the concurrent project.

THE STUDENT IS RESPONSIBLE FOR THE SUCCESSFUL COMPLETION OF ALL ASSIGNMENTS BY THEIR DUE DATE.

Due dates - Please see the course calendar for a complete listing of all course due dates. Due dates are also referenced in all assignment descriptions.

Grading Policy:	project one	80
	project two	150
	project three	150
	project four	150
	exercises (7 @ value 25-40 points each)	245
	quizzes (7 @ value 20 points each)	140
	class participation/group discussions/critiques	<u>85</u>
	total	1000 points

Class participation includes: full engagement in course activities; completing all reading assignments; participating in critiques and class discussions; and asking questions.

Submission of Course Activities for Grading

All course activity descriptions contain specific directions on how to submit the activity for grading. Failure to follow these directions will result in a loss of possible earned points.

Late Submission of Course Activities for Grading

All course activities have a specific due date and time. Any course activities submitted within 24 hours late for grading (24 hours past the due date and time) will have the equivalent of one grade deducted from the final grade. Any course activities submitted after the 24 hour late grace period (more than 24 hours past the due date and time) will result in a final grade of 0 points. In the event of extreme circumstances, illness or death in family, documentation will be required in order to have late submissions of course activities considered for full credit. NOTE: Computer or technical failure is not considered an extreme circumstance and requests for extensions due to technical failure will not be honored. Back up your work on CD or disk, and have a computer back up plan.

Academic Integrity/Plagiarism Statement:

<http://www.towson.edu/provost/resources/studentacademic.asp>

All class members are to follow the fundamental principles of academic integrity outlined in the Code of Student Rights, Responsibilities, and Conduct. The Policy on Academic Misconduct appears in the Code and in the Schedule of Classes. The basic principle is that students take credit only for the ideas and efforts that are their own. Any act of academic dishonesty will place you in jeopardy of the most severe form of sanction by Towson University - expulsion from the University.

Included among dishonest behaviors in an academic setting are cheating (using or attempting to use unauthorized assistance, materials, information, or study aids in an academic exercise), fabrication (falsifying or inventing information in an academic exercise), plagiarism (adopting or reproducing of ideas, words, or statements of another person without appropriate acknowledgment), interference (stealing, changing, destroying, or impeding another student's work), and facilitating (intentionally or knowingly helping or attempting to help another student commit an act of academic misconduct). **Students who submit work that shows evidence of plagiarism, fraud or copyright violation will receive a grade of 0 points for that project or exercise.**

ART641 Interactive Media Concept & Theory

Your Graduate Catalog states: “Good academic standing in a degree program requires a minimum [B] 3.00 grade point average for all courses taken for graduate credit whether or not they are required for the degree.”

Course Grading System:

A	900-1000 points
B	800-899
C	700-799
F	0-699

Assignment Grading Criteria:

the following will be considered when assessing a project grade. All project descriptions state specific criteria.

Creativity, originality and inventiveness.

Solving the problem. Focusing on the primary concept of the project.

Demonstration of understanding of technical and interactive design concepts.

Adherence to instructions, both written and oral.

You are responsible for all instructions/directions given in class.

Adherence to deadline.

Assignment Grading System (individual assignment point values vary):

A	90-100%	OUTSTANDING WORK! demonstrates a comprehensive understanding of concepts and techniques presented shows exceptional attention to detail and excellent craftswomanship demonstrates outstanding creativity and initiative
B	80-89%	GOOD JOB! YOU ARE ON THE RIGHT TRACK. demonstrates a good understanding concepts and techniques presented shows attention to detail and commendable craftswomanship demonstrates creativity and initiative
C	70-79%	YOU ARE DOING OK, BUT COULD BE DOING BETTER. ASK FOR HELP. demonstrates a base level understanding of concepts and techniques presented shows little attention to detail and lacking in craftswomanship lacking in creativity and initiative
F	1-69%	POORLY EXECUTED, NOT EXECUTED OR FRAUDULENT SUBMISSION. demonstrates no understanding of concepts and techniques presented shows no attention to detail and deficient craftswomanship demonstrates no creativity or initiative OR student does not attempt the course activity or submits a project which shows evidence of plagiarism, fraud, or copyright violation.

Under the Course information button you will find the following items:

Course Calendar	To keep track of due dates refer to the printed course calendar located in Course Information.
Welcome from ...	A video message from your professor.
Student Resources	A list of useful resources at Towson University.

Other main sections of the course that you should become familiar with are:

Announcements	Look for important course announcements to keep you on track
Discussion Board	Online group discussions can be accessed directly from this tab
Tools	Access your grades for the course, change your personal information, and other tools for students

ART641 Interactive Media Concept & Theory

Disability Statement:

<http://www.towson.edu/dss>

Towson University (TU) is in full compliance with section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. Students with disabilities should register with the Office for Students with Disabilities (Dowell Hall, Second Level, 410/704-2638) after admission to ensure the timely provision of required support services. Students must provide documentation of a disability from the TU Office for Students with Disabilities.

Communication and Feedback Policies

It is recommend that you log into the course site at least twice a week. Try to set a set schedule for yourself so that you do not miss any group discussions or important deadlines. Each time you enter the course site, read over the course announcements and check the Course FAQ's discussion board for any updates. Also, it is recommend that you check your Towson e-mail account at least once every 48 hours for course related e-mails.

If you have questions or information that may benefit the other members of the class, please post it in the Course FAQ discussion board. If you know the answer to a posted question, feel free to jump in to answer it! Get into the habit of checking the FAQ discussion forum often to ask and seek answers to your questions. The FAQs Discussion is a place for students to communicate about the course in a group fashion.

NOTE ABOUT FAQ's DISCUSSION: The professor will not be checking the FAQs Discussions daily. If you have a question AND you need a quick answer post it in the FAQs and e-mail it to the professor--you might hear from a student in the class first.

Contacting the Professor via e-mail

Although I am "wired" so to speak, I will not be able to respond to your e-mail messages immediately. I am attempting to have a life. ;-) Thanks for your understanding. I will however be fairly attached to my computer during the semester. As time permits I will respond to course e-mails within 24-48 hours of receipt except on weekends.

IMPORTANT: When you send e-mail related to the class, please use this subject line, "ART 641" This helps me quickly identify class messages. Opening, viewing and deleting spam is a slow process; help me find your message. Direct Blackboard account questions to the Help Center (410-704-5151 or helpcenter@towson.edu).

Discussion Board Guidelines*

Protocol for posting messages and contributing to an online discussion are as follows:

- Postings should be evenly distributed during the discussion period (not concentrated all in one hour or at the beginning and/or end of the period).
- Postings should be a minimum of one short paragraph.
- If asked to reply to colleagues, reply first to people who have yet to receive responses to ensure everyone is answered.
- Avoid postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a posting then say why you agree by supporting your statement with concepts from the readings or by bringing in a related example or experience.
- Address the questions as much as possible (don't let the discussion stray).
- Build on others responses to create threads.
- Bring in related prior knowledge (work experience, prior coursework, readings, etc.).
- Use respectful language.
- When you reply to a message in the discussion board, change the subject line of the message (from RE: Previous topic) to a subject descriptive of your content so others can more easily sort through messages.
- When responding to another participant, copy and paste the portion of the message that you are referring to into your own message and include quotation marks around it (ex. I disagreed with you John when you said, "it's tougher to measure student success online" because...).

*Dabbagh, N. (2003). *Online Discussion Protocols and Rubrics*. Retrieved June 3, 2005, from <http://mason.gmu.edu/~ndabbagh/wblg/online-protocol.html>

ART641 Interactive Media Concept & Theory

Netiquette and Second Life etiquette

For the purposes of this course, we will maintain civilized and effective communication practices in our online discussions and e-mail exchanges. All Group Discussion postings and e-mail submissions should use proper grammar and punctuation; the activities are viewed and assessed as writing assignments. All students are expected to conduct themselves in a collegial manner.

Visit Wikipedia entry to read more about Netiquette (<http://en.wikipedia.org/wiki/Netiquette>).

Please note the Second Life virtual environment is open to the public. The SL forum is not as private as Blackboard, e-mail or phone. I will be hosting virtual office hours on the Towson Innovation Lab Island. While the Towson Island is an educational destination in SL it is open to the general SL public. It may be possible for non-class participants to join our conversations. It is useful to imagine that meeting in SL is much as if we are meeting in Real Life (RL) on campus sitting on a bench outside - pretty much anyone can come near us, listen or talk to us. We will cease our meeting in SL if anything inappropriate should arise. There are rules of conduct in Second Life and offenders can be reported. Rest assured inappropriate exchanges rarely happen, but just like in RL it is important to be aware of the potential so that we can respond accordingly.

Course Layout:

The course is composed of 15 week-long segments. Each week has its own objectives, content, and activities to complete. Each weeks goals, topics, activities and readings are listed under the buttons indicating a range of weeks.

Course Timeline – a series of lectures/demonstrations on the following topics:

- Week 1. Getting started: Familiarize yourself with the ART641 online environment.
Learn the basics of HTML. Design concept and theory
- Week 2. Web 2.0 - emerging technologies define the user experience
Uploading files to the tiger.towson.edu web server.
- Week 3. The age of the Wiki - collective knowledge on the WWW
- Week 4. Interaction design paradigms
- Week 5. Interface design
- Week 6. Usability and industry standards - Sound
- Week 7. Second Life
- Week 8. SL: social - business - education
- Week 9. Social networking - the present and future
- Week 10. Viral marketing - cultural and political impact of interactive media
- Week 11. E-learning
- Week 12. Gaming
- Week 13. Handheld devices
- Week 14. Future interactive media
- Week 15. In the final analysis.

ART641 Interactive Media Concept & Theory

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Wikipedia:*Etiquette from Wikipedia*, the free encyclopedia, <http://en.wikipedia.org/wiki/Wikipedia:Etiquette>

Wikipedia:*About from Wikipedia*, the free encyclopedia, <http://en.wikipedia.org/wiki/Wikipedia:About>

Videos

A Conversation with Mark Zuckerberg at Web 2.0 Summit, Mark Zuckerberg, Founder and CEO, Facebook http://www.web2summit.com/cs/web2007/view/e_sess/15019

New Media, Old Politics? At 21:10, Garret LoPorto begins his discussion of viral marketing <http://mitworld.mit.edu/stream/238/>