

JOMC 187.1 SPRING 2016
Introduction to Interactive Media
MW 8:00 - 9:45 am | Carroll Hall Rm 60

Instructor

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Office Hours : M,W 10:00 am - 2:00 pm or by appointment (In the Vis Comm Suite)

Multimedia tools provide communicators with some of the most powerful and effective storytelling options available. Understanding these tools is essential for anyone who plans a successful career in the media industry. However, the ability to resourcefully and proficiently use these tools is an even greater asset. The goal of this class, therefore, is to help you gain knowledge of both these aspects. You will examine and understand the value of website design in the journalism industry and develop the skills to execute your ideas.

Course Description

This course will introduce you to basic journalistic multimedia design and production concepts and train you in web development. Producing effective multimedia projects requires extensive and detailed skill sets. This class will teach skills such as:

- Expertise in website layout using HTML, CSS, a web editing program and a content management system (CMS)
- The effective use of data, photography, graphics, artwork, audio, video and the written word
- Solid, ethical journalistic decision-making.

Materials

- Website domain (around \$10)
- Website hosting with Webfaction or another server (around \$10/month)

Readings

Much of the most applicable information for web design and development is available online. Therefore, I will regularly post supplemental reading and tutorials for this course online. Additionally, there is one book we will read - it can be purchased on Amazon.com.

- HTML and CSS: Design and Build Websites by Jon Duckett

Software and Training

Some software programs are required for this course, including Adobe Illustrator. All of the programs you need will be available on the lab computers. If you wish to have Adobe Illustrator on your personal computer, it can be purchased from the Adobe Creative Cloud

website: <http://www.adobe.com/products/illustrator.html> There is a 30 day free trial available if you wish to try it before you purchase. Software programs are nonrefundable, so be sure you are buying what you want. Earlier versions of Illustrator (CS3, CS4, CS5) are acceptable for use in this course.

Lynda.com is a software training and tutorial video library. Lynda.com is available to all students here: <http://software.sites.unc.edu/lynda/>

Attendance

This course is demanding, and skills will be taught in each session that you will need to proceed with your assignments. Missing a class will leave you behind, particularly during the summer, when a lot of information is crammed into a short period of time. Therefore, attendance is required, participation is expected, and deadlines are absolute. Students are allowed NO unexcused absences. Each absence will result in a 2% deduction in your final grade. Each student is allowed one unexcused absence. If you must miss a class for any reason, talk to me individually ahead of time. If you miss a class, it is your responsibility to talk a classmate or me to get caught up. Additionally, I expect you to arrive to class on time. Arriving more than 20 minutes late or leaving more than 20 minutes early will count as an absence if you fail to provide me with a valid reason before class.

Class Time and Expectations

Most class sessions will consist of lecture/demonstration and lab time, which is used to work on the current assignment. Students should plan on spending a generous amount of additional lab time outside of class to complete the assignments. I expect you to come to every class on time, interact with your classmates and me, and work hard inside and outside of lab. I do not find it respectful to check your cell phone or browse non-course related websites during class. If I see you doing these things, you will lose participation points and respect.

Assessment

Your success in this course will be determined by participation as well as completion and effort on assignments. There will be a handful of small assignments and four main projects throughout the semester. In general, late projects are unacceptable.

Projects

There will be four main projects during this course.

1. The first one will challenge you to design a website using Adobe Illustrator and employing sound design techniques that we will discuss in class.
2. The second project will expand on the first by asking you to both design and develop a website using HTML and CSS.
3. The third will challenge you to create your own personal portfolio website using WordPress.

4. The final project will be an 4 online magazine/publication with a completely custom design and WordPress theme. Additional information about all of these projects will be provided during class.

In-class exercises and quizzes

In-class exercises will cover the reading assignments and material pertaining to the particular Week's lessons. There may also be a couple unannounced quizzes on reading assignments and class discussion. If you keep up with the reading assignments and pay attention in class, the quizzes should be easy to complete.

Website Critique

You will be asked to critique and lead a discussion about a professional multimedia project of your choosing for the class. More specifics about the requirements of this presentation and the accompanying paper will be provided during class.

Grading

There are basic expectations that any supervisor or project manager will have for a project undertaken by an interactive designer or developer. All of your assignments must meet the following minimum basic standards to be considered for a grade of "B" or better the project must be:

- Presented and shared during class critiques and informal discussions
- Completed according to the assignment specifications.
- Completed on time.
- Free of typographical, grammatical and mechanical errors.
- Completed so as to evidence a clear grasp of interactive design and production standards.

For a grade of "A" or better, your work will be evaluated for information and news value, presentation, editing decisions, information architecture, aesthetic design choices, and creativity and innovation.

Grade Weighting

Participation: 10%

Assignments and Quizzes: 15%

Website critique: 10%

Projects: 65%

Grade Scaling

94% and higher: A

90-93: A-

87-89: B+

84-86: B

80-83: B-
77-79: C+
74-76: C
70-73: C-
67-69: D+
64-66: D
60-63: D-
59% or below: F

Honor Code:

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking Help:

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem - whether the problem is difficulty with course material, a disability, or an illness.

Diversity:

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Special needs: If you have any disability or other special situation that might make it difficult to meet the requirements described above, please discuss it with me as soon as possible. If you have not done so already, you should also contact the Department of Accessibility Resources & Service (AR&S) at 919-962-8300 or accessibility@unc.edu.

Accreditation:

The School of Journalism and Mass Communication's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet dots under "Professional values and competencies" in the link above.

Course Schedule (subject to change)

Week 1 [1/11 - 1/17]

Introductions and Illustrator

Week 2: [1/18 - 1/24]

Design Basics

Week 3: [1/25 - 1/31]

Layout and Grid Basics

Week 4: [2/1 - 2/7]

Usability and Design Thinking

PROJECT 1 DUE 2/7 AT MIDNIGHT

Week 5: [2/8 - 2/14]

HTML

Week 6: [2/15 - 2/21]

CSS

Week 7: [2/22 - 2/29]

Bootstrap Responsive Framework

Week 8: [2/29 - 3/6]

Servers and Domains

Week 9: [3/7 - 3/11]

Lab Time- Class Optional

PROJECT 2 DUE 3/11 5PM (START OF SPRING BREAK)

Week 10: [3/11 - 3/20]

Enjoy Spring Break!!!

Week 11: [3/21 - 3/27]

Introduction to Wordpress

Week 12: [3/28 - 4/3]

Plugins and Widgets

PROJECT 3 DUE 4/3 AT MIDNIGHT

Week 13: [4/4 - 4/10]

Continuing Wordpress- Site Architecture and PHP

Week 14: [4/11 - 4/17]

Wordpress Themes and Templates

Week 15: [4/18 - 4/24]

SEO and Interactive Graphics

Week 16: [4/25 - 4/27]

Lab Time and Publish

FINAL PROJECT DUE ON 4/27 AT 8AM (LDOC)