SYLLABUS | SCHEDULE

Foundations of Interactive Media
187.2 SPRING 2018
TR 5:00 p.m. to 6:45 p.m. | Lab: 60

Instructor

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Office Hours

Before class and by appointment

Course Description

Multimedia authoring 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 multimedia in the journalism industry and begin to develop the skills to execute your ideas.

Course Format

This course will consist of four interactive media projects and a student presentation on an interactive document or product; quizzes, assignments, critiques and class discussions on practice and readings.

Course Progression

Part I: User Experience: Content Strategy, Information Architecture, User Interface, Design
Part II: HTML & CSS
Part III: Content Management Systems
Part IV: JavaScript

Attendance

This course is demanding. Each session will teach skills that you will need to proceed with your assignments, and missing a class will leave you behind. Therefore, attendance is required, participation is expected and deadlines are absolute.

Each student will be allowed one unexcused absence. Additional unexcused absences will result in a 2% reduction in your final grade. Excused absences (e.g., doctor's note or a situation cleared with me in advance) do not affect your grade.

Additionally, you are expected to arrive to class on time. If you will be late or must leave early, please let me know as soon as possible. Arriving more than 15 minutes late or leaving more than 15 minutes early without a valid reason will count as an absence.

Class Expectations

Most class sessions will consist of two parts: 1) lecture/demonstration, and 2) lab time for working on your current assignment. Do not plan on finishing your assignments during our time in class; to meet expectations and produce good work, you should plan to spend a generous amount of time *outside* of class on readings, tutorials and projects. You will get out of this course what you put into it. You are expected to come to every class on time, interact with your classmates and the instructor, and work hard.

Once class has started, please do NOT check your cell phone or browse non-course related websites. This distracts your fellow students and your instructor. Failure to adhere to the "no phone" policy will lower a student's participation grade.

Also, please be aware that you will be working in a computer lab filled with expensive equipment. Therefore drinks and food are not allowed on desks next to computers.

Course Materials

Web Domain and Hosting

You will need to purchase a website domain (around $10) and website hosting with Web Faction (around $10/month for two to three months). We will discuss this process in class. If you already have a domain name and hosting service, that's fine, but please let me know at the beginning of the semester so that I can get a tally of students with preexisting accounts.

Textbooks

There are no required textbooks, but you may find the following resources helpful as you move through the course:

HTML & CSS: Design and Build Websites
Jon Duckett
John Wiley & Sons (2011)
ISBN-13: 978-1118008188

JavaScript & jQuery: Interactive Front-end Web Development
Jon Duckett
John Wiley & Sons (2014)
ISBN-13: 978-1118531648

Don't Make Me Think! A Common Sense Approach to Web Usability
Steve Krug
New Riders Pub. (2006)
ISBN-13: 9780321965516

Tutorials and Coding Platforms

Lynda.com is a software training and tutorial video library that is now offered free to UNC students. We will use Lynda.com and other free tutorials throughout the semester. To learn more about Lynda.com, visit the ITS website at its.unc.edu. For HTML, CSS and JavaScript exercises, we will often use JS Bin. It is free and provides a great way to experiment with your code before deployment.

Software

Some software programs are required for this course, including Adobe Experience Design (XD). All of the programs you need will be available on the lab computers. If you wish to have Adobe XD on your personal computer, your best option is to sign up for an Adobe Creative Cloud (CC) account and install the XD app from the cloud. An Adobe CC account is now free for UNC students at adobe.unc.edu. It includes a host of terrific programs that you may want to use in your projects (e.g., Photoshop, Illustrator). I highly recommend that you take advantage of this free resource.

Adobe software can also be purchased through the UNC Ram Shop online or in store. Contact: (919) 962-2422 or ramshop@email.unc.edu. Software programs are nonrefundable, so be sure you are buying what you want.

Assignments

PROJECTS
There will be four main projects during this course.

- Project 1 - create a website mockup using Adobe XD and employing the design techniques we discuss in class.

- Project 2 - design and develop your first web app from scratch, using HTML, CSS and Bootstrap.

- Project 3 - create your own personal portfolio website using WordPress.

- Project 4 - create an interactive dashboard using HTML, CSS, Bootstrap and JavaScript.

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.

Assessment

Your success in this course will be determined by participation as well as completion and effort on assignments. There will be smaller assignments, quizzes and four main projects throughout the semester.

Finally, it is crucial that you take part in critiques and informal class discussions. Learning comes through communicating and teaching others. To facilitate this process, each class will be begin with a brief, **student-led** review of the material we discussed in the previous session. Each student will lead at least one review during the course of the semester, and slots will be assigned at random. This will be part of your participation grade. Attendance, of course, plays into this; if you are absent without excuse and your number comes up for leading the next class review, you'll be unable to contribute.

Feedback

I will record screencasts as part of the grading process for most of your major projects. The screencasts provide real-time feedback, akin to having an employer sitting next to you at the computer and pointing out strengths, weaknesses, coding errors, and suggestions for improvement. I recommend that you watch them. They are short (no more than 15 minutes) and will help you debug and learn new techniques.

Final Exam Period

Please note that while there is no final exam in this class, per se, **we are required to meet during the scheduled final exam period.** We will use that time to view the final projects, offer feedback, and discuss what we've learned over the course of the semester. Consider it your exit interview.

Grading

Participation: 10%
Assignments and Quizzes: 15%
Website critique: 10%
Projects: 65%

Grading Scale

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+
60-66: 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. 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. You may also 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, *ask for help as soon as you realize you need it* – whether the problem is difficulty with course material, a disability, or an illness. Don't be afraid to admit that you need extra guidance. Web design and development can be daunting, and some of the core concepts can be difficult to grasp at first glance. Before long they will be second nature to you.

Diversity

The School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals - http://www.mj.unc.edu/diversity-and-inclusion.

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 Accommodations

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at https://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 points under "Professional values and competencies" in the link above.

Schedule for Spring 2018 (subject to change)

Week 1
Introduction and UX Basics

Week 2
Web Design

Week 3
Layout and Grid Basics

Week 4
Usability

PROJECT 1: IA/UX DESIGN DUE

Week 5
HTML

Week 6
HTML and CSS

Week 7
Bootstrap

Week 8
More HTML, CSS, Bootstrap

PROJECT 2: WEBSITE DUE

Week 9
Wordpress

Week 10
Plugins and Themes

PROJECT 3: PORTFOLIO DUE

Week 11
JavaScript parts 1 & 2

Week 12
JavaScript parts 3 & 4

Week 13
jQuery, Google Charts and interactive infographics

Week 14
Final project development

Week 15
Publish

PROJECT 4: INTERACTIVE DASHBOARD DUE (last day of class)

Final Exam: Tuesday, May 8 at 4:00 pm