MEJO 187.3 SP18 Foundations of Interactive Media
Tuesday & Thursday 5:00 p.m. - 6:45 p.m. | Carroll Lab: 59
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Instructor
Scott Dixon
Adjunct Lecturer
dixon@unc.edu

Office Hours
By appointment, immediately before or after class.

Course Description
Entry-level course in multimedia storytelling that includes modules on theory; the profession; design; content gathering; and editing, programming, publishing, and usability.

Prerequisites: While this is not a prerequisite for this course, Visual Communication majors are strongly recommended to take MEJO 182: Foundations of Graphic Design prior or concurrent with this course.

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

Course Progression
Part I: Information Architecture and User Experience
Part II: HTML & CSS
Part III: Content Management Systems and PHP

Course Goals
To meet the following student learning outcomes, core values and competencies:

- Design systematic interactive information architecture and usability
- Design for user experiences that responds to a diversity of peoples and cultures
- Logically and intuitively organize information for different interactive projects
- Understand concepts and apply legal practices in the use of images and information
- Compare and contrast interactive design and communication strategies
- Write and develop with basic programming languages including HMTL, CSS, PHP
- Write HTML and CSS using a dynamic text editor
- Adapt the work flow and creative process for a front-end designer or developer
- Demonstrate interactive best practices in file management, code and design decisions
- Plan and produce diverse interactive projects for web and mobile
- Build responsive interactive projects using a preferred framework
- Present, evaluate and critique interactive projects

Suggested Course Textbooks

Don't Make Me Think, Revisited, A Common Sense Approach To Web and Mobile Usability
Steve Krug
New Riders (2014)
ISBN-13: 978-0321965516
(eBook available via UNC Library)

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

The Principals of Beautiful Web Design
Jason Beaird
SitePoint, Ltd. (2007)
ISBN 978-0-9805768-9-4

The Non-Designer's Design Book
Robin Williams
Pearson Education (2008)
ISBN 9780321563088

Website Domain and Hosting
You are required to have a personal domain and obtain a host provider. Suggested hosts are GoDaddy.com, HostGator.com, Bluehost.com. I will provide demos via GoDaddy.com.

Software and Training
Some software programs are required for this course, including **Adobe Illustrator** and **Photoshop**. All of the programs you need will be available on the lab computers and also through UNC's Adobe Creative Cloud.
http://software.sites.unc.edu/software/adobe-creative-cloud/

Lynda.com is offered free to UNC students. We will use Lynda.com and other free tutorial sites throughout the semester. To learn more about Lynda.com, visit the ITS website at http://software.sites.unc.edu/lynda/

We will also use http://www.w3schools.com/ and https://www.codecademy.com/ throughout the course.

Lab Information

- Connecting to the lab Class Server Storage remotely: http://it.jomc.unc.edu/remote-access/#mac
  Once connected, select your semester and class section by doing one of the following:
  Mac Users: Go > Connect to Server > **smb://files.jomc.unc.edu** from the Finder.
  Windows Users: Type **\\files.jomc.unc.edu** in Windows Explorer.
- Drinks and food are not allowed on desks next to computers. Water in a sealed container is ok.
- Computers refresh every night, save all your work to the server and/or take with you.
- Lab equipment/software support: help@help.mj.unc.edu
- Lab hours are 6AM-Midnight every day, and free when not in use. To access the labs you will need a OneCard.

Assignments

Projects
There will be four main projects during this course. The first one will challenge you to design a website using Adobe Illustrator and employing fundamental design techniques that we will discuss in class. The second project will expand on the first by asking you to both design and develop a website using HTML and CSS. The third will challenge you to create your own personal portfolio website using WordPress. The final project will be an online magazine/publication with a completely custom design and WordPress theme. Additional information about all of these projects will be provided during class.

Exercises and Quizzes
Exercises will correlate and build upon lecture material and suggested reading. There will also be quizzes on current material via Sakai. If you follow along in class, keep up with the reading assignments and pay attention in class, the quizzes should be only moderately challenging.

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 all assignments. There will be smaller exercises, quizzes and four main projects throughout the semester. In general, late projects are unacceptable. You will lose **one letter grade per day late** on all projects. In unusual circumstances (serious illness, etc.), late projects will be accepted only if you reach out to the instructor before the assignment is due with a legitimate reason for its tardiness.

It is also important that you discuss your work and the work of others during project critiques. Failure to do so will lower your participation grade.

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:

- 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%
Tutorials: 10%
Quizzes: 10%
Website Critique: 10%
Projects: 60%

Grading Scale
94-100: A
90-93: A-
87-89: B+
83-86: B
80-82: B-
77-79: C+
73-76: C
70-72: C-
67-69: D+
60-66: D
Below 60: F

Explanation of course letter grades
A Excellent: Above and beyond
B Strong: Very good
C Adequate: Acceptable performance
D Minimal passing: Marginal performance

Attendance
This course is demanding, and skills will be taught in each session that you will need to proceed with your assignments. Missing class will leave you behind. Therefore, attendance is required, participation is expected, and deadlines are absolute. If you must miss a class for any reason, it is your responsibility to notify the instructor ahead of time. Each student will be allowed one unexcused absence. Each additional unexcused absence will result in a 2% reduction (via participation points) in your final grade. Excused absences (doctor's note or academic meetings cleared with me in advance) will not affect your grade. Critique absence will be an additional 1% reduction. 3 tardies will equal 1 absence.

Class Expectations
Most class sessions will consist of lecture/demonstration and lab time used to work on the current project or exercise. Students should plan on spending a generous amount of additional lab time outside of class to complete readings, tutorials and assignments. You are expected to come to every class on time, interact with your classmates and the instructor, and work hard inside and outside of lab.

Once class has started, you are expected NOT to check your cell phone or browse non-course related websites during class. This is distracting to students around you and to the instructor. Failure to do so will lower a student's participation grade.

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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, 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, 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.
http://eoc.unc.edu/our-policies/ppdhrm/
http://www.mj.unc.edu/diversity-and-inclusion

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 Department of Disability Services website at http://disabilityservices.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.

MEJO 187.3   **SPRING SCHEDULE 2018 (subject to change)**

Week 1   January 11   Class Introduction

Week 2   January 16   Project 1 Intro, Adobe Illustrator
                January 18   Layout and Wireframes

Week 3   January 23   Interface Design
                January 25   User Experience Design

Week 4   January 30   Interactive Design, Navigation
                February 1   **PROJECT 1: IA/UX DESIGN - DUE 4pm, Critique**

Week 5   February 6   Project 2 Intro, Graphics and Copyright
                February 8   HTML Intro

Week 6   February 13   HTML, Web Environment
                February 15   HTML, CSS

Week 7   February 20   CSS Part 1
                February 22   CSS Parts 2/3

Week 8   February 27   Responsive Design with Bootstrap
                March 1   Bootstrap Continued

Week 9   March 6   **No Class, Open Lab**
                March 8   **PROJECT 2: WEBSITE - DUE by 4pm, Critique**

Week 10   March 13   **Holiday – Spring Break**
                March 15   **Holiday – Spring Break**

Week 11   March 20   Project 3 Intro**,** Wordpress Install
                March 22   Wordpress Overview

Week 12   March 27   Wordpress PlugIns
                March 29   Wordpress SEO

Week 13   April 3   Open Lab
                April 5   **PROJECT 3: PORTFOLIO - DUE by 4pm, Critique**

Week 14   April 10   Presentations / Project 4 Intro, Wordpress Theme Design
                April 12   Presentations / Lecture (Sidebar and Header) / Lab

Week 15   April 17   Presentations / Lecture (Nav Bar, One Column, Fonts) / Lab
                April 19   Presentations / Lecture (Infogram) / Lab

Week 16   April 24   Javascript
                April 26   Open Lab

Exam Time   May 8 ***4pm***   **PROJECT 4: MAGAZINE - DUE by 3pm, Critique**