



# J583 Advanced Interactive Media

Professor: Steven King, Associate Professor of Interactive Media

UNC School of Media and Journalism

Monday and Wednesday from 11:15 am -1pm in Room 58

Office Hours: Wednesdays from 10:30 - 11:30am or by appointment.

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## **COURSE DESCRIPTION**

This course will focus on advanced Interactive media programming for emerging technologies with a focus on storytelling. Students will use learn to use the latest tools and languages to produce real-world projects. Students will build interactive experiences in VR, AI and mobile or web.

This course will expand on the knowledge and skills learned in J586 and 588 and multimedia design by increasing your ability to develop and present media in a new way. You will learn to work directly with a client to communicate, design, develop and meet expectations .

Producing effective multimedia projects requires extensive and detailed skill sets, including:

- Expertise in code development in a IDE or code editing program
  - Effective use of photography, graphics, artwork, audio, video and the written word
  - Solid, ethical journalistic decision-making
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- Design thinking and visual problem solving

## PREREQUISITES AND PRIOR KNOWLEDGE

JOMC 586 Intermediate Interactive Media, 588 Emerging Technologies or proven developer experience.

## 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 "Professional values and competencies" listed below.

- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Apply tools and technologies appropriate for the communications professions in which they work.

## COURSE POLICIES

### Attendance and Assignments

**Attendance is required, participation is expected and deadlines are absolute.**

To succeed in this class you must attend and participate in the discussion and hands-on, in-class assignments. Each in-class assignment is worth 20 points and can only be completed during class and will not be turned at a later date. You are allowed one un-excused absence. Any other missed class assignments will receive a 0 grade.

**LATE ASSIGNMENTS WILL NOT BE ACCEPTED** unless special arrangements are made prior to the due date. Major projects will be due at 11:59 p.m. Deadlines are vital to success in this industry and you are expected to make deadline.

### Honor Code and Plagiarism

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands.

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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 talk with me 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.

It is acceptable to use coding resources such as tutorials, libraries and **some** source code on sites like GitHub but the software license must allow for the usage and the **code should be credited**, linked and commented in your source code and credited visibly on the site either in the footer or a credits page.

### Seeking Help

If you need individual assistance, it's your responsibility to contact me. 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 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/>

### Grading Policy and Scale

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia design specialist. 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:

- completed according to the assignment specifications.
  - completed on time.
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<b>A</b>	<b>&gt;=94%</b>
<b>A-</b>	<b>90-93</b>
<b>B+</b>	<b>87-89</b>
<b>B</b>	<b>84-86</b>
<b>B-</b>	<b>80-83</b>
<b>C+</b>	<b>77-79</b>
<b>C</b>	<b>74-76</b>
<b>C-</b>	<b>70-73</b>
<b>D+</b>	<b>67-69</b>
<b>D</b>	<b>60-66</b>
<b>F</b>	<b>&lt;=59%</b>

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- free of typographical, grammatical and mechanical errors.
  - completed so as to evidence a clear grasp of interactive development standards and design concepts.

When appropriate your interactive work also will be evaluated for:

- consumer value
- architecture of information presentation
- aesthetic design choices
- creativity and innovation

## RESOURCES AND SOFTWARE

### Software

We will use a variety of tools including, Unity/Unreal, Terminal, Atom or any IDE Code editor will be fine. Many students use Sublime Text or Atom but NEVER USE Dreamweaver.

Each project will be unique based on the audience, story and approach but historically, the lab works in Mobile: Android and iOS

AR/VR Delivery: Oculus Rift, Windows MR, Lenovo hardware

AR/VR Development: Unity and Unreal Engine

3D Authoring: Maya, Blender, Autodesk, Adobe

Server Side: Node.js Python and Amazon Web Services

### Textbook

We will use a variety of online resources based the needs of each project.

## ASSIGNMENTS

This class follows a project-driven approach and is built on two major projects that demonstrate the skills taught in the class.

### In-class Assignments and Quizzes

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In-class exercises will cover the reading assignments and issues pertaining to the particular week's lessons. You always will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have unannounced more traditional quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

### Progressive Project

Throughout the semester, the class will work on a single project in-class and you will do a second but similar project using a topic and data of your choice. Each week this project will grow and develop over time.

### Projects

The final project should demonstrate a comprehensive menu of data collection and visualization skills commensurate with what you learned during this course. The same grading criteria used for other assignments submitted during the semester will be used when evaluating your final project but this project is worth 2x the points because it requires extra efforts and proves you have mastered all the skills and concepts for the entire semester. Think of it as your final exam. Additional information about required elements will be provided during class.

### Grading

Assignments	Points
Weekly Assignments and Quizzes	10-25 points each (~100-200 total points)
Progressive Project	100 points
New Tool or App Presentation	100 points
Final Group Project	100 points
<b>Total</b>	<b>300-400</b>

### Design and Workflow

#### Discovery and Design Phase (1-2 Weeks)

The project will start with a discovery phase and assessment of all potential stories and output mediums. The research and design phase will include discussions with Lenovo, the agency Zeno, and target audiences. Once the audience and brand story are fully understood, the teams will begin design, storyboarding, and outlining the story and interactive technology concepts. Those concepts and story ideas will be shared with Lenovo and Zeno before the regular check-in times for review and feedback.

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Based on the needs of the story and technology concepts, three teams of 3-4 students will be assembled and charged with delivering that the proof-of-concept. Designers, developers, storytellers, and brand-tellers will make up the teams.

### **Development Phase (6 Weeks)**

The Designers will create wireframes of the concepts while the storytellers work on the logistics of capturing the story. The developers will begin technical feasibility tests on the idea to show Zeno and Lenovo for feedback.

### **Final Production Phase (4 Weeks)**

The teams will seamlessly join the content with the technology to create the final product to deliver to Lenovo. These proofs-of-concept will be in a completed state deployable on mobile AR or VR via app side-loading (not published on respective stores)

### **Promotion and Deployment Phase**

Throughout the previous phases, each team will produce a suggested publication and promotion plan that includes a timeline and a budget. This plan will be shared with Lenovo and Zeno along with the proof-of- concept projects. Because these are proof-of-concepts, Lenovo will determine when and how to publish the final products.

## **Schedule**

### **Week 1:**

#### **Class Topics**

Class Overview

Explain Technologies and Tools

### **Week 2:**

#### **Class Topics**

Meet Client

Ideate and Design concepts

### **Week 3:**

#### **Class Topics**

Design and Build Proof-of-tech

Check-in with Client

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## Week 4:

### Class Topics

Present Design Document

Present to Design Doc to Client

## Week 5:

### Class Topics

Production and Storytelling

Check-in with Client

## Week 6:

### Class Topics

Production and Storytelling

Check-in with Client

## Week 7:

### Class Topics

Production and Storytelling

Check-in with Client

## Week 8:

### Class Topics

Production and Storytelling

Check-in with Client

## Week 9:

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**Class Topics**

Production and Storytelling

Check-in with Client

**Week 10:****Class Topics**

Rough Draft Due

Present to Client

**Week 11-15:****Class Topics**

Complete Final Project

Present to Client

Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

**Week 16:**

Final Project Presentations

**Final Exam:**

**Tuesday, May 5th, 12 Noon**

\*Schedule is a guide and a goal for the class but is subject to change based on how quickly the class understands the material, weather and other factors.

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