



JOMC 187

# Introduction to Interactive Multimedia



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.

## *Instructor*

Lisa Villamil, assistant professor  
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## *Office Hours*

Thursday 1:00 p.m. to 2:30 p.m. and by appointment

## Required Information

### *Course Description:*

This course will introduce you to basic journalistic multimedia design and production concepts and train you in Web production and animation techniques.

Producing effective multimedia projects requires extensive and detailed skill sets including: expertise in Web site layout using HTML, CSS, a Web editing program (such as Dreamweaver) and a CMS, effective use of photography, graphics, artwork, audio, video and the written word along with solid, ethical journalistic decision-making.

This class provides the first steps to help you become an effective multimedia producer.

### *Readings*

Much of the most applicable information for Web design and development is available online. In addition to the two course textbooks there will be supplemental reading and tutorials for this course online.

#### *Required text (free)*

The Principles of Beautiful Web Design by Jason Beard

#### *Required text (purchase)*

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 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. Earlier versions of Illustrator (CS3, CS4, CS5) are acceptable for use in this course.

There will be some free online tutorials for this course. It is highly recommended that you purchase a subscription to [www.lynda.com](http://www.lynda.com) for additional help. Lynda.com is a software training and tutorial video library. Lynda.com can be purchased at [http://www.lynda.com/plans?bnr=topbeamember\\_newsite](http://www.lynda.com/plans?bnr=topbeamember_newsite).

### *Attendance*

This course is demanding, and skills will be taught in each session that you will need to proceed with your assignments. Therefore, attendance is required, participation is expected, and deadlines absolute. Regular class attendance is your obligation, and you are responsible for all work, including tests and written work of all class meetings. No right or privilege exists that permits you to be absent from any class meetings except for excused absences for certain authorized university activities or religious observances required by your faith. Each unexcused absence will result in a 3% deduction in your final grade. The instructor [Lisa Villamil] reserves the right to withdraw from class students missing three or more classes for excused or unexcused reasons.

## Assignments and grading

### *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. 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. If you do these things, you will lose participation points as well as respect from your instructor and those students who are trying to work alongside you.

### *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 sound 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.

#### *In-class exercises and quizzes*

In-class exercises will cover the reading assignments and material pertaining to the particular week's lessons. You also will have 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 a handful of small assignments and three main projects throughout the semester. In general, late projects are unacceptable. You will lose one letter grade per day late. In unusual circumstances (medical, death, serious illness), late projects will be accepted with a legitimate reason for tardiness if you talk with the instructor [Lisa Villamil] before the assignment is due.

### *Grading*

There are basic expectations that any supervisor or project manager will 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.

## *Grading*

The project must be:

- 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 multimedia production standards and design concepts.
- When appropriate, your multimedia work also will be evaluated for news value, presentation, editing decisions, architecture of information presentation, aesthetic design choices, and creativity and innovation.

The graded assignments will be:

- Participation – 50 points (refer to “Class Time and Expectations” section)
- Quizzes and assignments – 10-20 points each
- Website critique – 100 points
- Three large projects – 100 points each
- Final projects – 400 points each

The following grading scale will be used to calculate grade, and the instructor [Lisa Villamil] reserves the right to round up.

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

## *Academic Honesty*

The Honor Code and the Campus Code, embodying the ideals of academic honesty, integrity and responsible citizenship, have for more than 100 years governed the performance of all academic work and student conduct at the University of North Carolina at Chapel Hill. Acceptance by a student of enrollment in the University presupposes a commitment to the principles embodied in those codes and a respect for this most significant University tradition. All academic work should be done with the high level of honesty and integrity this university demands. You can access more information about the UNC Honor Code at <http://studentconduct.unc.edu/>. If you have any questions about plagiarism when it comes to Web site coding, please ask.

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**CORE VALUES**

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*ACEJMC Core Values and Competencies*

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;

Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;

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;

Conduct research and evaluate information by methods appropriate to the communications professions in which they work;

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

Apply basic numerical and statistical concepts;

Apply tools and technologies appropriate for the communications professions in which they work.

Units requesting evaluation of a graduate program must also demonstrate how their master's graduates attain this additional core competency:

Contribute to knowledge appropriate to the communications professions in which they work.