



Welcome to Summer Semester!

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 interactive media in the journalism and media industries and begin to develop the skills to execute your ideas. This course teaches introductory web design and development, with a focus on interactive storytelling for the mass communication industry. Concepts include UI/UX design and prototyping, HTML, CSS, responsive design, JavaScript, jQuery, and data visualization.

the essentials

MEJO 182.2 class hours

1:15 p.m. – 2:45 p.m. Monday through Friday, [Zoom instructional meeting space](#)

Instructor

Adjunct Professor Chris Kirkman, (919) 260-8029, chris.kirkman@gmail.com

Zoom personal contact ID: [919 260 8029](#)

Office hours

By appointment

Required purchases

Web Domain and Hosting

You will need to purchase a website domain (approximately \$10) and website hosting (approximately \$7/month for one year). 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 pre existing accounts.

Digital Access

LinkedIn Learning (formerly Lynda.com) is a software training and tutorial video library that is now offered free to UNC students. Follow the instructions at the link below to access LinkedIn Learning with your onyen:

<https://software.sites.unc.edu/linkedin/>

You will need access to these learning tools to complete readings/viewings and to learn additional skills not covered during class. In addition to LinkedIn Learning, , YouTube videos and can be helpful resources to find out the specifics of markup and programming issues. To review and solidify your understanding of markup languages (HTML, CSS) and the programming language JavaScript you also will need access to the free W3Schools tutorials. Additionally, we will use JS Bin for HTML, CSS and JavaScript exercises. It is free and provides a great way to experiment with your code before deployment. More about this will be discussed in class.

Software

Some software programs are required for this course, including Adobe Experience Design (XD). Since this is a remote course, you will have 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 free for UNC students. 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.

Textbooks

There are no required textbooks, but you may find the following resources helpful:

Don't Make Me Think! A Common Sense Approach to Web Usability

Steve Krug

New Riders Pub. (2006)

ISBN-13: 9780321965516

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



Descriptions & Policies

Independent online research

To teach you the necessary text markup languages and programs to create your projects, this course will combine in-class demonstrations with online tutorials and videos. As beginners, it is inevitable that questions and technical problems will arise as you work with these tools. It is also not possible to cover every detail of a tool or every use of a markup language through in-class demos or assigned videos. The assignments will require you to learn how to learn new things independently, outside of direct instruction. While your instructor is always available to answer your questions and clarify any topic, this course will challenge you to troubleshoot your technical problems and figure out answers to your questions through independent online research. Before asking your question about a technical or software-related question (like “how do I...” or “... isn’t working”), it is expected that you will research your question online first. Invest some time looking at tutorials, forums, videos and documentation sites to see if someone else has addressed your question or problem before. If you have conducted independent research online and still can’t find your answer, reach out to your instructor through email, text, or during office hours. In addition to asking your question, **share what you learned during your research, a description of your problem, and any relevant screenshots.**

Remember, **Google is your friend.**

Important policies

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.

Similar to having personal time off (PTO) at work, you will be allotted ONE absence without need to justify or explain your reasons for the missed class. Similar to extending beyond one's allotted PTO, any additional absence past the two allotted days will result in a 2 percent deduction (e.g., a 91 average becomes an 88 average when there is a second unexcused absence). As this course is project-based and cumulative in its delivery of technical information, it is important to attend each scheduled course day to receive new information and practice new skills. Students who choose to miss class are responsible for understanding the topics taught that day.

That said, this semester is also demanding for all of us since it is being taught remotely. If you have an issue and need to miss class just let me know ahead of time, if possible. Be proactive and we can work together.

I will be recording each class session for student review and in case anyone needs to study asynchronously. Again, if that is the case, please let me know.

All students are expected to turn in completed assignments on time. Unexcused failure to submit your work by the deadline will result in a five-point (5) deduction for the first 24-hour period, followed by 10-point deductions for each day thereafter.



Students taking this course are expected to abide by the provisions and the spirit of the Honor Code of the University of North Carolina at Chapel Hill. Please let me know if you have any questions about your responsibility or my responsibility under the Honor Code and how it pertains to assignments for this class. The Instrument of Student Judicial Governance requires that you sign a pledge on all written work. Please

include the following on all your written work, and sign your name next to it: “On my honor, I have neither given nor received unauthorized aid on this assignment.” For more information about the honor system at UNC, including other avenues for addressing question or concerns, please refer to the [UNC Honor Code website](#).

Reasonable accommodations will be made for students with verifiable disabilities. In order to take advantage of available accommodations, students must register with UNC Student Affairs Accessibility Resources & Service Hub, (919) 962-8300, SASB North (Student and Academic Services Building), The Learning Center, 450 Ridge Road, Suite 2126, CB# 7214. For more information, see the UNC Learning Center: The Academic Success Program for Students with LD and ADHD.

The Hussman School of Journalism and Media 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.

The Hussman School of Journalism and Media’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 at this link](#).

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, particularly in regards to “understanding concepts and applying theories in the use and presentation of images and information”.

Organization of class time

Each class will consist of lecture/discussion. Some days will include lab time. In most cases students will use lab time to begin an assignment that is related to the class material. Students should plan to spend additional time outside of class to complete these assignments.



Assignments & Grading

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 interactive media concepts.

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

Assignments

There will be four main projects during this course:

- Project 1: Create a website mockup using Adobe XD
- Project 2: Design and develop your first web app, using HTML and CSS
- Project 3: Create your own personal portfolio website using WordPress
- Project 4: Create an interactive dashboard using HTML, CSS, and Javascript

Additional information about all these projects will be provided during class.

Assignments, in-class exercises, and quizzes

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

Assessment

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

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 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.

Deadlines

Please note that deadlines are absolute. Extensions will only be granted because of extenuating circumstances (e.g., illness, etc.), and you must notify me as soon as you are aware of the problem. Your workload – either in this class or in combination with others – is not an extenuating circumstance.

Unexcused failure to submit your work by the deadline will result in a 10-point deduction for the first 24-hour period, followed by 15-point deductions for each day thereafter.

Feedback

Your projects will be graded and feedback will be provided in two ways. When each project is complete, we will have a peer review session during that day's class. Come prepared to present your project to your classmates. More details

about peer feedback will be provided in class.

In addition, you will receive a brief written assessment of your projects by me when grading. I will focus my feedback on how your work can improve for your next project. If you need to discuss your assessment further we can set aside a time to video conference.

Grading

Your overall grade for this course will be based on the following components:

Component	Points toward grade
Project 1	250
Project 2	250
Project 3	250
Project 4	150
Assignments, quizzes	70
Engagement, Participation, Peer reviews	30
TOTAL	1000

Emergency Grading Accommodation (Pass/Fail options)

UNC has extended the Emergency Grading Accommodation through the Summer 2020 terms. This means that students may elect to receive a Pass/Fail grade for the course instead of a letter grade. For more information on this option, please click the link above.

Grade Scales

Projects are graded according to the highest professional standards. Grades in percentages are:

- A = 93-100%,
- A- = 90-92%,
- B+ = 87-89%,
- B = 83-86%,
- B- = 80-82%,
- C+ = 77-79%,
- C = 73-76%,
- C- = 70-72%,
- D+ = 67-69%,
- D = 60-66%,
- F = 59% or below

Below is a guideline for how grades are described within this course:

- A, nearly perfect in execution, quality of work is exceptional
- A-, work is impressive in quality, very few problems in any area
- B+, very good performance, did more than required, might struggle in one area only
- B, solid effort, met all requirements, fair application of skill
- B-, needs a bit more polish, pretty good handle on things overall
- C+, good in one area of work, but consistent problems with another area
- C, followed instructions, seems to understand basics but did the minimum to pass
- C-, has glimpses of potential in a limited range
- D+, did not demonstrate understanding of the basics but tried
- D, or F, did not demonstrate effort or understanding of basics, incomplete



Class Calendar

Content

Below is a month-by-month calendar with important dates and deadlines. Please note that this calendar is a guide and not a comprehensive list. Additional assignments and readings will be distributed and added to this calendar throughout the semester.

If assignment dates/deadlines change, the changes will be announced in class and updated on this calendar.

MEJO 187

Today

June 2020

Print

Week

Month

Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	Jun 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
	Adobe XD quid Assignment 1 Syllabus review 1:15pm Class in	HANDS ON: XI LECTURE: The LECTURE: The 1:15pm Class in	LECTURE: Visu LECTURE: Wel XD Questions 1:15pm Class in	Assignment 2 DUE: Assignm LECTURE: Cold 1:15pm Class in	Assignment 3 LECTURE: Bran 1:15pm Class in	
28	29	30	Jul 1	2	3	4
	Project 1 Over 1:15pm Class in	DUE: Assignm OPEN LAB 1:15pm Class in	DUE: Assignm Guess the Bra 1:15pm Class in	Assignment 4 HANDS ON: C LECTURE: HTM 1:15pm Class in	NO CLASS	

Events shown in time zone: Eastern Time - New York

Calendar



Links & Resources

Links and Downloads

[Get Started with Adobe XD tutorial](#)

[Creating a Prototype with Adobe XD tutorial](#)

Class Lecture files

Class Zoom Meeting Recordings

[Class 1 Meeting \(June 22\)](#)

Reading assignments

Class assignments

[Assignment 1 – Hello XD](#) (check due date on class calendar)