Foundations of Interactive Media
MEJO187.002 SPRING 2021
MW 8:00 a.m. to 9:45 p.m. | Carroll Hall 58 and Zoom
Final Exam: Tuesday, May 11th at 4PM

Instructor

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Office Hours

Friday morning at 8am or by appointment http://go.unc.edu/tamara

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. The goal of this class is to help you gain knowledge of both designing and coding online communications. You will examine and understand the value of multimedia in the journalism industry and begin to develop the skills to execute your ideas.

Course Goals

By the end of this course, you will be able to

• Speak intelligently and critically about Interactive Media and how it is created

• Use design and coding skills to effectively communicate ideas on the web

• Deepen your understanding of a social issue that is important to you. Use interactive media to engage online users with this topic.

Course Format

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

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 and Data Viz

Attendance

This course is demanding, and skills will be taught in each session that you will need to proceed with your assignments. Missing a class will leave you behind. Therefore, attendance is required, participation is expected and deadlines are absolute. That said, this is a very unusual semester with many moving parts during the pandemic. If you have specific circumstances that I should be aware of, please communicate early and often and together we can work out a solution.

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

Additionally, you are expected to arrive to class on time. Arriving more than 15 minutes late or leaving more than 15 minutes early will count as an absence.

Class Expectations

Most class sessions will consist of lecture/demonstration and lab time used to work on the current assignment. 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.

Course Materials

Website Domain (around $12)

Website hosting with Go Daddy. (around $10/month for 2-3 months)

We will be using several applications that are part of the Adobe Suite including Experience Design, Photoshop, and Illustrator. In addition, we will use several web-based applications and tools that are industry standards.

To code, we will use Atom, a free text editor downloaded online.

We will use Linked In Learning and other free tutorials throughout the semester.

To enhance communication, we will use Slack.

Projects

There will be four main projects during this course.

1. **Project 1** will challenge you to design a website using Adobe Experience Design that demonstrates sound design techniques that we will discuss in class.
2. **Project 2** will expand on the first by asking you to both design and develop a website using HTML and CSS.
3. **Project 3** will challenge you to create your own personal portfolio website using WordPress.
4. **Project 4** will be an interactive dashboard using Javascript, HTML and CSS as well as incorporating design skills that we covered earlier in the semester.

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

Final Exam Period

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

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.

It is also important that you share your work during critiques and informal class discussions. Failure to do so will lower your participation grade.

Grading

Participation	15%
Website critique	10%
Assignments and Quizzes	15%
Project 1	15%
Project 2	15%
Project 3	15%
Project 4	15%

Grading Scale

94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-

60-69   D
0-59   F

Schedule for Fall 2020 (subject to change)

Week 1
Introduction and UX Basics

Week 2
Web Design

Week 3
Layout and Grid Basics

Week 4
HTML

Week 5
HTML and CSS

Week 6
CSS GRID and Flexbox

Week 7
PROJECT 2

Week 8
FTP and Web Hosting

Week 9
Wordpress

Week 10
Wordpress

Week 11
JAVASCRIPT

Week 12
JAVASCRIPT

Week 13
Flourish and Interactive Graphics

Week 14
Final Project Development

Week 15
Publish

Honor Code

The Honor Code (https://catalog.unc.edu/policies-procedures/honor-code/) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

Seeking Help

If you need individual assistance, it is 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, a disability, or an illness.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office's webpage (https://eoc.unc.edu/our-policies/ppdhrm/). 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 Resources & Services site at https://ars.unc.edu/.

Accreditation

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 here: http://hussman.unc.edu/ accreditation. 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. The values and competencies associated with this course include being able to:

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

• 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 tools and technologies appropriate for the communications professions.