

# Foundations of Interactive Media

MEJO187.002 FALL 2021

TR 8:00 a.m. to 9:45 p.m. | Carroll Hall 60

Final Exam: Saturday, Dec 4th at 8AM

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## Instructor

Tamara Rice, Adjunct Professor

[tamarar@email.unc.edu](mailto:tamarar@email.unc.edu)

919-357-8378

## Office Hours

After class or by appointment <http://go.unc.edu/tamara>

## Course Overview

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

## Required 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.

## Assignments and Grading

Percentages will be converted to letter grades according to the following scale.

ASSIGNMENT	PERCENTAGE OF FINAL GRADE
Project 1: Web Design with Adobe XD	15%
Project 2: HTML and CSS	15%
Project 3: Wordpress	15%
Project 4: Javascript and Data Viz	15%
Assignments and Quizzes	15%
Website Critique	10%
Participation	15%

## Grading Scale

Letter Grade	Percentage	Meaning
A	94–100%	Excellent: Far exceeds standard

A-	90–93%	
B+	87–89%	Good: Exceeds standard
B	83–86%	
B-	80–82%	
C+	77–79%	
C	73–76%	Fair: Needs more effort and understanding to meet standard
C-	70–72%	
D+	67–69%	
D	60–66%	Poor: Shows effort but falls below standard
F	0–59%	
		Failing: Deficient

## Course Policies

### Attendance

#### University Policy

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC).

## Class Policy

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.

Please communicate with me early about potential absences. Please be aware that you are bound by the [Honor Code](#) when making a request for a University approved absence.

## 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.

## Communication

Communication is key, now more than ever. Please do not hesitate to reach out to me via Slack or email.

## 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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

## Syllabus Changes

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

## ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email [ars@unc.edu](mailto:ars@unc.edu).

(source: <https://ars.unc.edu/faculty-staff/syllabus-statement>)

## Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

## Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – [titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources are available at [safe.unc.edu](http://safe.unc.edu).

## Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-](#)

[Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at [safe.unc.edu](https://safe.unc.edu)) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

## Diversity Statement

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). In summary, 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 Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

## Mask Use

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community -- your classmates and me -- as we learn together. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the [Office of Student Conduct](#). At that point you will be dis-enrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.

## AEMJC Accreditation

The Hussman School of Journalism and Media accrediting body outlines several 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 several the values and competencies, with special emphasis on the "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.