MEJO 187.1
FOUNDATIONS OF INTERACTIVE MEDIA

Summer II 2022 / M-F 1:15-2:45 pm / Carroll Hall Room 268

INSTRUCTOR

Scott Geier, Lecturer

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843.906.3035

OFFICE HOURS: By appointment

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. 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.

COURSE FORMAT

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 practice and readings.

COURSE PROGRESSION

- Part I: UI/UX Design
- Part II: HTML & CSS
- Part III: Content Management Systems
- Part IV: JavaScript

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:

As long as it is possible to do so safely, we will meet in person this semester. I understand the ongoing COVID-19 pandemic may require changes to this plan and will be monitoring the situation closely. If I need to change the format of the course temporarily due to outbreaks of illness, I will announce this via email and the course Sakai site.

That being said, please note that **Zoom is only to be used when you cannot attend in person**. If you cannot attend in person, please let me know as soon as possible. Also, be aware that you are bound by the Honor Code when making a request for a University approved absence

CLASS EXPECTATIONS

Most class sessions will consist of two parts: 1) lecture/demonstration, and 2) lab time for working on your current assignment. Do not plan on finishing your assignments during our time in class; to meet expectations and produce good work, you should plan to spend a generous amount of time outside of class on readings, tutorials and projects. You will get out of this course what you

put into it. You are expected to come to every class on time, interact with your classmates and the instructor, and work hard.

Once class has started, please do NOT check your cell phone or browse non-course related websites. This distracts your fellow students and your instructor. Failure to adhere to the "no phone" policy will lower a student's participation grade.

COURSE MATERIALS

Web Domain and Hosting

You will need to purchase a website domain (around $10) and website hosting with HostGator (around $6 a 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.

Textbooks

There are no required textbooks, but you may find the following resources helpful as you move through the course:

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

Don't Make Me Think! A Common Sense Approach to Web Usability
Steve Krug
New Riders Pub. (2006)

ISBN-13: 9780321965516

Tutorials and Coding Platforms

LinkedIn Learning (formerly Lynda.com) is a software training and tutorial video library that is offered free to UNC students. We will use these tutorials throughout the semester. To learn more about LinkedIn Learning, visit the ITS website at https://software.sites.unc.edu/linkedin/. For HTML, CSS and JavaScript exercises, we will often use JS Bin. It is free and provides a great way to experiment with your code before deployment.

Software

Some software programs are required for this course, including Adobe Experience Design (XD). All of the programs you need will be available on the lab computers. If you wish 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 at adobe.unc.edu. 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.

Adobe software can also 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.

ASSIGNMENTS

Projects

There will be four main projects during this course:

- Project 1 – create a website mockup using Adobe XD and employing the design techniques we discuss in class.
- Project 2 – design and develop your first web app from scratch, using HTML and CSS.
- Project 3 – create a website using WordPress.
- Project 4 – create an interactive dashboard using HTML, CSS and JavaScript.

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. There will also be a couple of 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.

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.

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. This is especially important in a summer course with a condensed schedule.** 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 and **20-point deduction** for the second. I will not accept work 48+ hours past the deadline.

Feedback

I will record screencasts as part of the grading process for most of your major projects. The screencasts provide real-time feedback, akin to having an employer sitting next to you at the computer and pointing out strengths, weaknesses, coding errors, and suggestions for improvement. I recommend that you watch them. They are short (no more than 15 minutes) and will help you debug and learn new techniques.

Final Exam Period

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

GRADING BREAKDOWN

ASSIGNMENTS	% OF GRADE
Exercises and Quizzes	25%
Project 1	15%
Project 2	15%
Project 3	15%
Final Project	20%
Participation	10%
Total	100%

LETTER GRADE	%
A	94-100
A-	90-93
B+	87-89

B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	60-66
F	0-59

HONOR CODE & PLAGIARISM

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.

In this course, it is acceptable to use coding resources (such as tutorials and libraries) and *some* source code from sites like GitHub. But **the software license must allow for the usage, and the source should be credited**, **linked and commented in your code and credited visibly on the site, either in the footer or a credits page.** The source code should merely serve as a launch pad for your own, original work; it should not be copied wholesale. Information about software licensing is readily available in most sites that provide coding resources.

SEEKING HELP

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, *ask for help as soon as you realize you need it* – whether the

problem is difficulty with course material, a disability, or an illness. Don't be afraid to admit that you need extra guidance. Web design and development can be daunting, and some of the core concepts can be difficult to grasp at first glance. Before long they will be second nature to you.

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.

SPECIAL ACCOMODATIONS

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/

COUNSELING & 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), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at 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) or the Equal Opportunity and Compliance Office, or online to the EOC at https://eoc.unc.edu/report-an-incident/.

DIVERSITY

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 harrassment 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.

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 a number of 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.

SYLLABUS CHANGES

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

SCHEDULE - SUMMER 2022

June 19 TOPIC: WEB DESIGN DEADLINES:	20 FDOC: Intro ——— 	21 XD & the process ——— Hello XD	22 CRAP design ————	23 Color & typography ———	24 Branding, hierarchy ———	25
26 TOPIC: HTML/CSS DEADLINES:	27 HTML ——— Branding exercise, Quiz #1	28 HTML ——— 	29 CSS ——— Wireframes	30 CSS ——— 	July 1 FlexBox ——— **PROJECT 1**	2
3 TOPIC: HTML/CSS DEADLINES:	4 Independence Day (no class)	5 FlexBox ——— In-class CSS assignment	6 Project 2 lab time ———	7 Server day ————	8 Project 2 lab time ——— **PROJECT 2**	9
10 TOPIC: WordPress DEADLINES:	11 WordPress ———	12 WordPress ———	13 P3 lab time ———	14 P3 lab time ———	15 JS part 1 ——— **PROJECT 3**	16
17 TOPIC: JavaScript DEADLINES:	18 JS part 2 ———	19 JS part 3 ———	20 JS part 4 ———	21 Lab time ——— Quiz #2	22 Lab time ———	23
24 DEADLINES:	25 LDOC: lab time ———	26 Final exam at 11:30 am ——— **PROJECT 4 DUE AT 8:00 AM**				