Interactive Media Design
JOUR 4560-001
Spring 2019
ACB 031
MW 5:45-8:35 p.m.

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COURSE REQUIREMENTS

CATALOG DESCRIPTION:
Creation and development of interactive news stories for web using ActionScript; integrating writing and reporting, designing and presenting audio, video, slideshows elements in production of a multimedia story.

PREREQUISITES:
JOUR 4500

CLASS INSTRUCTION:
This is an introductory course on the fundamentals of communication within the context of web design. This class will focus on the creation and development of web pages as a basis for general interactive theory.

Through a series of assignments, exercises, lectures, and discussions, students will familiarize themselves and become productive in HTML and CSS. We will address issues of UX (User Experience) and explore how UI (User Interface) can be used to facilitate, and even bring enjoyment, to interactions. Students will acquire technical knowledge while developing new sensibilities in web design practices such as: outlining structural content, sketching/wireframing, static prototyping, coding, and usability testing.

SUPPORT MATERIALS
Required
1. Storage device (please see below as this is very important)
2. Dedicated Sketchbook (bring to every class)
3. Pencils, pens, etc.
4. Required textbook: HTML & CSS: Design and Build Websites, by Jon Duckett (UofM Bookstore, Amazon, etc.)
5. Your presence, participation, & focus in the classroom
Recommended
- *Don’t Make Me Think: A Common Sense Approach to Web Usability*, by Steve Krug
- *Above the Fold: Understanding the Principles of Successful Web Site Design*, by Brian Miller
- Lynda.com, Code School, Treehouse, Code Academy, etc.

There is a required textbook for this course. Examples and instruction will be provided through presentations made by the instructor. You are expected to take notes and ask questions. The instructor’s materials will be available via the course folder. All required hardware and software for this course are provided through the Graphic Design program’s computer labs. For projects requiring physical display, you will need to purchase your own materials.

If you use any University facility, including ACB020 (the workroom), it is imperative that you clean up after yourself. Do not leave trash, cut paper, scrap mat board, unwanted printouts, or any other items behind for others to deal with. Please recycle paper, but unused black mat board should be thrown away.

Practice
There will be several studio projects (expect around 4) and exercises over the course of the semester. As each class progresses differently, exercises and projects will vary. Projects are designed to encourage conceptual thinking and develop problem-solving skills.

Each project will be graded based on:
- **Analytical Thinking**: understanding the problem
- **Creative Thinking**: conceptual approach, innovation, surprise
- **Execution**: wireframing, form and composition
- **Visual Impact**: visual treatment, aesthetics
- **Project Development**: class to class progress, participation, work ethic, preparedness, working with others
- **Presentation**: publication of material, site structure, file naming

Every stage of each project will be considered in the grading process (research, thumbnail sketches, iterations, writing, final pieces, and class discussion.) The process of designing, developing, thinking, and how you got there is as important as the final piece you made—and will be a vital component of any design position you will find, as well as a part of every client’s expectations. Hence the student must be prepared to hand in all stages of work involved in a particular project: everything counts. Final work must be submitted *along with all supporting materials* and published in our shared class folder (“K Brandon Bell / 4560 - Interactive”) which can be found in:
afp://graphicdesign.memphis.edu/
Simply turning in finished assignments does not constitute completion of course requirements. As in many other areas of study, your progression of work is important & will factor into your grade. In the professional world, clients will need to see this progress in order to provide interim feedback which is important for an appropriate and acceptable design solution. Additionally, as this is not an independent study, your participation in class is important and required. Your instructor and fellow students want to have your input! Any projects that are submitted without class participation and evidence of progress will be considered 50% complete in terms of grading.

POLICIES AND INFORMATION

Workload
Interactive design and development is very time consuming. Expect to work several hours (at least 6!) a week outside of class. Working outside class time and being productive during in-class work sessions is crucial. Not being prepared will affect your grade.

Grading
Completing the minimum requirements outlined on an assignment qualify as “C” level (or average) work. The degree and quality of effort with which a student engages in the different criteria (above or below the minimum requirements) for each assignment determines how well s/he will do. Expect 6 full assignment grades (over 4 class projects, equal weight), plus interim exercises (20%). As all classes do not progress at the same rate, timing may be modified.

Each project will be graded on a basis of 1-10:
10,9 - A / 8,7,6 - B / 5,4,3 - C / 2 - D / 1 - F

In-process due dates (such as sketches or partial pieces like logos that are a component of a larger whole) will influence your grade as well as the final mounted submission.

Check spelling! Failure to do so will result in a letter grade reduction.

File Storage
You will need file storage (removable storage media) for this class. As you’re aware, the storage provided by the university is UMDrive. You must use that, or save all your work on your own storage media. You are responsible for ensuring that your media is sufficiently large for your class or classes, and that work is backed up daily.
Attendance Policy

Limit of absences for this course: 3 (for any reason)

To benefit from this course you must be here to interact with your instructor as well as your peers. Attendance is mandatory and will be taken at the beginning of each class. On-time arrival is also mandatory. Tardiness will also affect your final grade: two occurrences of arriving late or leaving early will equal one full absence. If you reach a total of three absences, the faculty will issue you a formal warning. From that point on, every class missed will lower your semester grade by one letter. If you miss a class, you are responsible for any material missed and should be prepared for the next meeting. If you have excessive absences due to serious illness or death in the family, you may withdraw from the course.

Communication

Messages from the instructor, including updates, notices, feedback and assignment grades, will be sent to your UofM email account. If you have any questions or concerns outside of class, please email me or find me in my office at ACB043. If we need to meet further in person to discuss, we can easily arrange an appointment.

Respect & Inclusivity

This classroom is a safe place for all. You will be expected to demonstrate respect for others at all times. If you have a preferred name or pronoun, please let me know either in class or privately, whichever is more comfortable for you.

We will have periodic group critiques, to which you will be required to contribute. You will be expected to be constructive and to limit comments to the work itself & to issues directly relevant to it. Remember that the primary purpose is to help your fellow designers create their best possible solution—not to make the work your own.

Conduct & Academic Integrity

Absolutely no food in the labs at any time. All drinks must be secured with a top or lid. Any use of cell phones or any non-related electronic media will result in dismissal from the classroom.

Plagiarism on any assignment will result in a failing grade on the project and may result in dismissal from the course and a course grade of F. Plagiarism includes the passing off of text, images, illustrations, icons, patterns, animations, tracings, or other verbal and visual elements as one’s own work.

Your instructor will give a short but very important presentation on plagiarism. If you have any questions whatsoever, please raise them during this discussion or make it a point to speak about it outside of class. It should be noted that tracing any work not created by the student, use of Illustrator’s “Image Trace” capability, or any other means of reproducing a third party visual automatically, will be considered plagiarism. If you wish to use any work that you are unsure of, please discuss it (as early as possible) with your instructor.

Expectations for academic integrity and student conduct are described in detail on the website of the Office of Student Judicial and Ethical Affairs (http://saweb.memphis.edu/judicialaffairs).
Due Dates and Late Projects
With each new assignment a calendar will be presented covering the expectations and schedule for the project. Assignments must be fully completed before the start of class on the date due. Late and/or incomplete assignments will receive a reduction of one letter grade. Late submissions must be fully complete.

More class dates below.

Re-Submission
Students are allowed to resubmit one project (if it was originally submitted on time) with their final at the end of semester. This re-submission will be reevaluated and the new grade, if an improvement, will replace the old grade. However, it needs to be a completely new design—otherwise it won't be considered. Please let your instructor know beforehand if you are willing to resubmit a project.

Americans with Disabilities Act
Any student who may need class or test accommodations based on the impact of a disability is encouraged to speak with me privately to discuss your specific needs. Students with disabilities should also contact Student Disability Services (SDS) at 110 Wilder Tower, 678-2880. SDS coordinates accommodations for students with documented disabilities. More information can be found at: http://www.memphis.edu/drs/.

General Class Calendar
This calendar is for overall course structure only. Actual dates will shift dynamically as the class progresses. Since each group of students moves at their own pace, expect these weeks to be fluid.

In this course, there are unfortunately no “good days to miss.” During each class session, we will be reviewing prior discussions, introducing new topics, and continuing to study new examples of relevance to your work. Plan to attend each and every class meeting.
Schedule

**Week 1:** Review syllabus; Intro to principles of interactive design, usability, user experience, information architecture

**Week 2:** Continue discussion on basic principles; Begin Project 1

**Week 3:** First Project 1 due dates; Demo on creating small PDFs; Continued examples & discussion

**Week 4:** Project 1 due

**Week 5:** Review of general principles; Lectures on HTML; HTML exercise due

**Week 6:** Lectures on HTML & CSS; CSS exercise due; Begin Project 2

**Week 7:** Begin Project 2 (alternate); Demo Google fonts; Demo FTP; First Project 2 due dates

**Week 8:** Fall break; Review HTML & CSS; Finalize project 2 design, begin coding

**Week 9:** Code & debug Project 2 in class; Project 2 due

**Week 10:** Begin Project 3; First Project 3 due dates

**Week 11:** Finalize design; Code & debug in class

**Week 12:** Code & debug in class; FTP review

**Week 13:** Project 3 due

**Week 14:** Begin Project 4; First Project 4 due dates

**Week 15:** Project 4 due last day of class
FIVE PILLARS IN JOUR4560

- **Professionalism:** Students learn the professional standards of the dynamic web design by discussing and preparing wire frames, writing a 10-element proposal, and learning more interactive-oriented web vocabulary and skills.
- **Writing:** Students produce original text content for web projects. Students also write a feature story copy, a technology essay and a final project proposal.
- **Multimedia:** Students produce photographs, images, audios and videos elements as original content for their multimedia story web projects.
- **Critical Thinking:** Students develop a critical eye for professional works and have to critique each other’s works and projects. They brainstorm story topics in class, evaluate the topics relevance and significance. They must have a final project proposal approved before being allowed to work on the project.
- **Media Literacy:** Students develop a vocabulary and tools of computer technology and internet technology. Students learn to do advanced-level Action-script oriented web projects individually.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4560:

- 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 communication
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
- Understanding 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
- Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatically correctness
- Apply basic numerical and statistical concepts
- Apply current tools and technologies appropriate for the communication professions in which they work, and to understand the digital world
HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:
*Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):*

- Upon completion of this course, students will be able to analyze and assess multimedia web stories, considering issues of the target audience, navigation facility, web organization structure, design principles, ethics of photo use and importance of original content.
- Students will be able to design multimedia stories with these concepts in mind.
- Students will have a solid understanding of multimedia story design principles.
- Students will have a basic understanding of web production and multimedia software and tools.

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):*

- Upon completion of this course, students will be able to plan multimedia stories incorporating navigation schemes, design elements and use of multimedia elements.
- Students will be able to do beta testing and identify potential problems and solve them at an early stage.
- Students will be able to upload the project to the server, identify problems and trouble shoot the problems.
- Students will be able to develop a concept of multimedia stories based on their multimedia elements.
- Specific skills and tools covered include: reporting skills, writing skills, photographing skills and multimedia development skills.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET:
*Awareness:*

- Becoming aware of the appeal and interest generated by multimedia web stories and appropriateness of using multimedia stories on web.

*Understanding:*

- Understanding the process of news oriented multimedia story production, essential design principles and latest animation standards.

*Application:*

- Creating multimedia elements and integrating the elements.
PORTFOLIO REQUIREMENT:
All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student’s work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix, or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:
- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student’s portfolio should show a unique blend of work.

EMAIL:
Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the http://iam.memphis.edu website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

MOBILE PHONES AND LAPTOPS:
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.
ATTENDANCE:
Class attendance is mandatory in the Department of Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor’s note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a “job” in the educational process and be on time just as they would elsewhere.

COURSE REPETITION:
Majors and minors who fail to earn the minimum passing grade (“C-“) in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

ACADEMIC INTEGRITY:
In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism/mass media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)
ONLINE SETEs:
Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

DEADLINES:
All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:
All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

DISABILITY:
Students who need an accommodation based on the impact of a disability should contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:
Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:
Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.

STUDENT SUPPORT:
Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: https://www.memphis.edu/saos/sos/crisis-resources.php. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.