

**COMM 636 Interactive Media  
Maymester 2019**

M/T/W/Th/F, 1:15 – 4:30

Office Hours by appointment

Instructor: Joyce Rudinsky  
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110 Bingham

**Overview:**

This is a class in beginning web design. The class teaches HTML and CSS with introduction to JQuery, and Bootstrap. Students learn principles of visual communication and design.

**Course Structure:**

The focus on in this course is on technique. However, your performance is evaluated on the application of the techniques learned which require creative and communication skills. We discuss this through several lectures and review of other web pages.

We will also review the basics of media preparation with Photoshop. We will limit the technical material to the information useful in this class.

There will be two projects and multiple six in-class assignments. Each assignment should demonstrate your cumulative skills.

We have 12 classes. That is a little more than 2 regular semester classes for each Maymester class.

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

**Course Objectives:**

- Introduce students to concepts of design and visual communication.
- Learn web building techniques.
- Build a foundation for further learning.
- Provide a forum for discussion where students can learn from each other through critique.

**Administration:**

Backup all of your work either on a flash drive or the department server. The department maintains servers to backup your work. Please do not work on files that are stored on the server.

**Course Requirements:**

- Attendance is critical. You are allowed no unexcused absences. Excused absences are documented illness or family emergencies. One half-letter grade will be deducted for an unexcused absence. Absences on critique days are especially frowned upon.
- Participation is required. This includes coming to class on time and prepared to work. Students are expected to closely read the articles and be prepared for discussion.
- Assignments must be turned in on the due date.
- If you are late or absent it is your responsibility to get any announcements or schedule changes.
- Updates will be made to the on-line syllabus. It is the student's responsibility to check regularly.

### **Evaluation:**

Students are expected to master the techniques covered in class. Grades are lowered for technical problems and not following the specifics of an assignment. To pass this course, it is necessary to complete every assignment with no technical errors. Grade differentiation is based on content, aesthetics, and effectiveness. Advanced technique is also rewarded. Understanding of these terms will develop through class discussions and critiques.

All of the assignments are assigned points. Each assignment is 35% of your final grade. The in class assignments are 30%. Extra credit is given for class participation.

Grade breakdown:

Midterm Assignment: Personal Site	20 points
Final Assignment: Informational Site	20 points
In class assignments	1 point

### **Supplies, please bring to class each day:**

Flash Drive

### **Communication:**

The best way to contact me is through email.

I will send updates through email. Please check your email daily.

### **Grading System** (prepared by the Center for Teaching and Learning)

A - Mastery of course content at the highest level of attainment that can reasonably be expected of students at a given stage of development. The A grade states clearly that the student has shown such outstanding promise in the aspect of the discipline under study that he/she may be strongly encouraged to continue.

B - Strong performance demonstrating a high level of attainment for a student at a given stage of development. The B grade states that the student has shown solid promise in the aspect of the discipline under study.

C - A totally acceptable performance demonstrating an adequate level of attainment for a student at a given stage of development. The C grade states that, while not yet showing unusual promise, the student may continue to study in the discipline with reasonable hope of intellectual development.

D - A marginal performance in the required exercises demonstrating a minimal passing level of attainment for a student at a given stage of development. The D grade states that the student has given no evidence of prospective growth in the discipline; and accumulation of D grades should be taken to mean that the student would be well advised not to continue in the academic field.

F - For whatever reason, an unacceptable performance. The F grade indicates that the student's performance in the required exercises has revealed almost no understanding of the course content. A grade of F should warrant an advisor's questioning whether the student may suitably register for further study in the discipline before remedial work is undertaken.

F/AB - Must be given to a student who was absent from the final exam, but was failing before the final, and had no possibility of passing the course.