

# Developing Interactivity (COM EM757)

## Introduction

Dr. Ayse D. Lokmanoglu

Fall 2024



# Welcome!

## About me



# About our TA's

## Dongpeng Huang

### EDUCATION

PhD, Emerging Media Studies, **Boston University, U.S.**

MA, Emerging Media Studies, **Boston University, U.S.**

BA, English, **Beihang University, China**

### PUBLICATIONS

Huang, D., Huang, Y., and Cummings. (Pending) Exploring the Integration and Utilization of Generative AI in Formative E-Assessments: A Case Study in Higher Education. *Australasian Journal of Educational Technology*.

### WORK EXPERIENCE

**Instructor of Record**, Boston University

**Research Assistant**, Boston University

**Content Editor**, People's Daily (人民日报)

# Jessy Wang

## EDUCATION

PhD, Emerging Media Studies, **Boston University, U.S.**

MA, Media, Culture, and Communication, **New York University, U.S.**

BA, Public Relations and Advertising, **Shih-Hsin University, Taiwan**

## WORK EXPERIENCE

**Research Assistant**, Advocacy and Community-Based Trauma Studies Lab of NYU Applied Psychology

**Crisis Counselor**, New York State Office of Mental Health

**Media Strategist**, Ogilvy Taiwan

# How to reach me

-  Email: [alokman@bu.edu](mailto:alokman@bu.edu)
-  Office:
  - Office Hours: Mondays 2:30 pm – 5:00 pm (by appointment)
  - 111 Cummings Mall Room 102
-  Zoom: <https://bostonu.zoom.us/my/alokman>

# Course Overview

- Gain a holistic view on the design of an interactive media project.
- Develop theoretical and practical understanding of design principles.
- Demonstrate competency in using appropriate tools and software to design interactive work.

# Course Structure

**Monday's - Lecture**

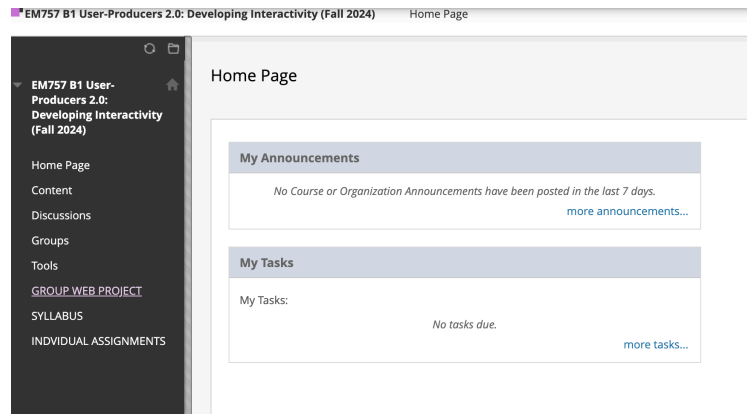
**Wednesday's - Tutorials**

# Syllabus

## Syllabus Links:

- [GitHub](#)
- [Blackboard](#)

All readings and lectures will be on Blackboard.





# Course Requirements

## Individual

Class participation & discussion (5%)

Instagram Participation (5%)

Ethnographic interview report (5%)

Web design project (30%)

## Group Web Project (GWP)

Proposal (10%)

User research and modeling report  
(15%)

Website prototype and report (25%)

# Group Projects

Group assignments on Blackboard

via GIPHY

# GWP # 1: Proposal





# GWP # 2: User Research Report



F24\_EM757\_Group\_...

1 / 5



91%



# GWP # 3: Website Prototype and Report



F24\_EM757\_Group\_...

1 / 5



91%



# Individual Assignments 1

## Ethnographic interview report



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1 / 3



91%



# Individual Assignments 2

## Web design project



F24\_EM757 Individu...

1 / 3



91%





## Web design project example

Demo website:

**EMS 757 Interactive Media  
Design**

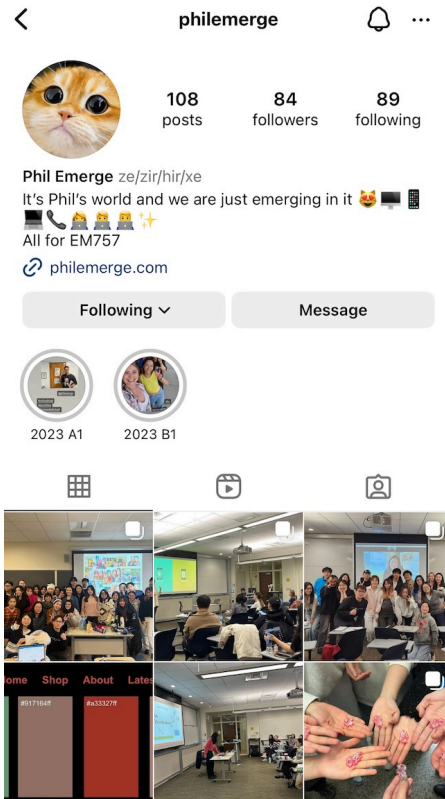
[Home](#) [Schedule](#) [Resources](#)

# Welcome to EMS 757 Demo Site

## Fall 2024

Explore the principles of interactivity, from design and function to its benefits, and gain hands-on experience in creating content-rich, user-centered interactive media projects through practical work in media technology, interaction design, and information architecture, with

# Instagram Participation



*Note: If you prefer not to use your personal account, please reach out to me or our TAs. We can help you set up a dummy account.*

# Tools for class

1. **Chrome**: a browser to view and debug webpages
2. Text Editor:
  - **VSCode**: a text editor to write HTML/CSS/JS/SQL (with various helpful packages available)

*We will go through set-up instructions on Wednesday's class*

or any other such as

- **Atom**
- **Brackets**
- **Sublime Text**

3. Content Management System (CMS):

- **WordPress**