

IMD100

Course Syllabus/Fall 2012

Course Title: Fundamentals of Interactive Design
Course Number: IMD100A (T/TH 8:00-10:45 am)
Course Prerequisites: CAA106
Instructor: Lillie Fujinaga Obioha
Contact Info: aiw@liobmedia.com (email)
Office Hours: By appointment and 30 mins prior to each class

Course Description:

The course introduces students to the history, trends, terminology, and concepts in the field of interactive design. Through materials presented in the course, students become familiar with the roles and responsibilities of people working in the field, professional organizations, and significant organizations. Students are also introduced to the basic concepts and tools for developing interactive media applications.

Quarter Credit Hour Definition:

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

Core Course Competencies:

1. Describe the origins and the developments in the field of interactive media design
2. Distinguish the features of various interactive media design delivery platforms
3. List the primary tools and technologies of the interactive media industry
4. Describe the stages in the development of a web site
5. Define the terms of the interactive design industry
6. List and describe the professional roles in the industry
7. Relate the concept of target population to an interactive design project
8. Define the mission of various web sites
9. Apply interactive design principles to an interactive design project (web site)
10. Describe the basic interactive design principles
11. Identify and use basic HTML tags to construct a web site
12. Upload files to a web server using FTP software
13. List the steps for registering a domain name and purchasing web server space

Required Text:

Castro, Elizabeth. HTML, XHTML, & CSS Visual Quickstart Guide, 6th ed. Peachpit Press, Berkely, CA. ISBN: 0-321-43084-0.*

* You are required to bring this book to all classes

Suggested Text (both of the following texts are in the school library):

- Segaller, Stephen. *Nerds: A Brief History of the Internet*. New York: TV Books L.L.C. 1998
- Gralla, Preston. *How the Internet Works*. Indianapolis, In.: Que Publishing. 2001

Student Evaluation/Methods of Assessment:

The Web Site, pre and post planning has been divided into the following projects for grading purposes

Web Site

- 40%: Project 1 - Web Site

Assignments / Test

- 30%: In class assignments, urls, research, critiques, homework, stages of completion for the website, quiz
- 10% Attendance
- 20%: Final Test

Estimated Homework Hours:

8 - 10 hours per week

Grading:

You need to fill out and sign the student information form. Grading details for all assignments and projects will be listed on this form.

A 100 - 92	C+ 78 - 79.9
A- 91.9 - 90	C 77.9 - 72
	C- 71.9 - 70
B+ 89.9 - 88	
B 87.9 - 82	D+ 69.9 - 67
B- 81.9 - 80	D 66.9 - 60
	F 59.9 and below
PLEASE READ ALL THE GRADING INFORMATION (from the student information form) AND ASSIGNMENT AND PROJECT REQUIREMENTS (from the class packets and handouts) CAREFULLY	

Password:

Students are required to have the password for their school email and server space by the second week of class.

Materials & Supplies: You will need the following tools & materials for this course.

- Two external hard drives to store all class work (One of the drive should be use as a back-up at all time)
- Notebook/Sketchbook
- Pen and Pencil

Attendance:

YOU ARE REQUIRED TO ATTEND ALL CLASS MEETINGS, TO ARRIVE IN TIME, AND TO STAY FOR THE DURATION OF THE CLASS. There are no excused absences. The Web Design and Interactive Media department has an adopted attendance policy in all classes. Your FINAL COURSE GRADE will be reduced each time you are tardy or absent from a class. Each class will award/reduce points differently, but classes that have multiple sections will have the same grading scale for attendance. Please read each Faculty member syllabus for the grading policy.

******In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Students are expected to stay for the entire class period and work on their process book. Students that leave class before the end of the class period will be marked absent.

Academic Dishonesty

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating;
2. Plagiarism;
3. Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved;
4. Submission of any work (full or partial) not actually produced by the student.
5. Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of the work.

Students may appeal in writing to the Dean of Academic Affairs. Students are encouraged to use the web site www.smarthinking.com for all written coursework. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

Class Polices

- Written Materials: All written materials unless otherwise specified must follow the MLA Guidelines as set forth in the MLA Handbook. You must use MLA documentation for any and

all materials used that were obtained from another source. There are strict limitations on materials used from another source. Details of these limitations are provided in the Project handouts.

- Students are expected to act in a professional manner in all class situations. They are expected to treat other classmates and the instructor with respect, and to offer and take constructive criticism.
- During class students are expected to be working on the projects for this class. If a student is found to be either working on a project that is not part of this class requirements or surfing the web they will be marked absent.
- Devices such as phones, headphones, calculators, beeping watches, etc. are not to be used during class time. There will be no exceptions.
- All work submitted for a grade must be created by the student in its entirety. All web sites must be hand-coded. If any part of a site is constructed in a web authoring program you will receive an F for the entire site. Therefore, use of WYSIWYG software such as Microsoft Front Page, Macromedia Dreamweaver, or Adobe ImageReady, or other similar programs IS NOT PERMITTED.
- Written assignments and projects must be typed and should not contain any spelling or grammar errors. No handwritten assignments or projects will be accepted.

Saving/Back-up Work:

- Students are responsible for all of their work. Make at least two copies of your work and save it on two separate disks. Even if your work is erased from the school computers or becomes corrupted or lost you are still responsible for turning projects in on time.
- It is the student's responsibility to back up all files on a weekly basis to an external hard drive (NOT A FLASH DRIVE), DVD OR online storage systems (this does not include the UAM!). Work should be backed up in multiple places. Work lost due to hard drives crashing, stolen or misplaced, cannot be used as a mitigating circumstance. This includes class projects as well as Portfolio Review projects.
- Any work left on the school computers cannot be considered safe.
- Work is more likely to become corrupted or lost when you are working between Macs and PCs.
- Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work.

Extensions:

To avoid errors when saving files you need to turn the extensions on when using a PC:

PC WINDOW>MENU>TOOL>FOLDER OPTION>VIEW>unselect hide file extensions for known file types.

Students with Disabilities:

The Art Institute of Washington provides accommodations to qualified students with disabilities.

The Disability Services Office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Washington. Students who seek reasonable accommodations should notify the Disabilities Services Coordinator at (Arber Winn, 703-247-2685) of their specific limitations and, if known their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room 1107, telephone 703-247-6841. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

IMD 100	Any changes to this schedule will be announced in class. You are required to bring the book: HTML, XHTML, & CSS Visual Quickstart Guide to every class.			
WEEK	CLASS	LECTURES	EXERCISES	DUE
1	one 10/2/12	- Introduction to class - Discuss class projects - History of HTML - HTML vs XHTML vs CSS - Basic XHTML structure	- Basic webpage and email exercise - QEP	
	two 10/4/12	- XHTML formatting: p, br, headers, , links, list, fonts and styles - Topic Selection	- Banana bread exercise	
2	one 10/9/12	- Directory Structure - Basic CSS		- Topic selection by email due (email by 8:00 am)
	two 10/11/12	- FTP - Set-up server - Basic CSS (cont'd)	- Set-up server - Test links - Red page exercise	- Type written proposal due
3	one 10/16/12	- Images: Vector vs Raster - Online formats - Photoshop - Meta tags	- Set-up site: tests links - CSS positioning exercise	- Portal page with Placeholder pages on server due by 8:00 am - Portal page url due by email
	two 10/18/12	- Types of site (social, CMS etc.) - Registering Domain Name - Website Development Process	- CSS positioning exercise (cont'd)	
4	one 10/23/12	- Quiz - Principles of web design - Web safe font		
	two 10/25/12	- Layout methods - Professional roles - Basic HTML 5 structure		
5	one 10/30/12	- Critique homepage (Class)		- Two (2) Homepage designs on server by 8:00 am
	two 11/1/12	- LAB	- Group & Individual in-class critiques - QEP	
6	one 11/6/12	- LCR demo - LAB		- Revised homepage design on server by 8:00 am
	two 11/8/12	- LCR demo (cont'd) - Introduce Gallery page - LAB		- Biography page design on server by 8:00 am

WEEK	CLASS	LECTURES	EXCERCISES	DUE
7	one 11/13/12	- Introduce Tables - Introduce Credits page - LAB	- LCR exercise with table	- Gallery page design on server by 8:00 am
	two 11/15/12	- W3c Validation - LAB	- LCR exercise with validation	- Credits page design on server by 8:00 am
8	one 11/20/12	- TEST - Introduce Gallery page (code) - Go over website requirements - LAB		- *** All class exercises and homeworks are due ***
	two 11/22/12	**** NO CLASS ****		
9	one 11/27/12	- LAB		
	two 11/29/12	- LAB	** Individual critiques	
10	one 12/4/12	- LAB	** Individual critiques (Web-site must be 80% complete)	
	two 12/6/12	- FINAL website presentation *** STUDENTS THAT DO NOT ATTEND THE WEBSITE PRESENTATION WILL NOT PASS THE COURSE ***	FINAL WEBSITE MUST BE ON THE SERVER AND LINKED FROM YOUR PORTAL PAGE BY 8:00 am. YOUR PORTAL PAGE MUST HAVE LINKS TO: - Entire Web Site - ***If incomplete student cannot pass the course - W3c for homepage (linked to result page)	
***** TBD *****				
11	one 12/11/12	- TBD		
	two 12/13/12	- TBD		