



JOMC 586

Intermediate Interactive Multimedia



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.

This course will have an interactive and social component on the Lore platform.

Required Information

Course Description:

This course will expand on the knowledge and skills learned in J187 and multimedia design by increasing your ability to develop and present media and data visualizations. You will learn more advanced CSS and HTML. You will learn the basics of JavaScript and how to use and implement jQuery (JavaScript Framework).

Producing effective multimedia projects requires extensive and detailed skill sets. This class will teach skills such as a strong expertise in web site layout using html, CSS, a Web and JavaScript/ jQuery combined with the effective use of data, photography, graphics, artwork, audio, video and the written word built on critical, ethical and journalistic decision-making to generate quality interactive storytelling.

Readings

The required text for this course is *JavaScript and jQuery: The Missing Manual* by David Sawyer McFarland. There will be required readings that will work directly with class lecture. It is vital that you complete the readings prior to class.

Additional Resources and Readings of articles and book chapters will be posted to the class website throughout the semester.

Software and Training

Adobe Illustrator and a text editor are required software for this course either by using the lab computers or on your personal machine.

Adobe Illustrator can be purchased through the UNC Ram Shop as part of the Adobe Creative Suite 6 Design Standard. The cost is \$199 plus tax and shipping. Purchase online at <https://itsapps.unc.edu/UNCStoreFront/CCI/Login.jsp> by logging in with your PID. Contact: (919)962-2422 or ramshop@email.unc.edu

Earlier versions of Illustrator (CS3, CS4, CS5) are acceptable for use in this course.

A subscription to www.lynda.com is also suggested. Lynda.com is a software training and tutorial video library. Specific HTML and JavaScript tutorials will be recommended viewing in the first few weeks of class.

Lynda.com can be purchased at https://www.lynda.com/home/Registration/ConsumerRegistrationStep1.aspx?bnr=topbeamember_newsletter for a monthly subscription of \$25/month.

Assignments and grading

Policies

Attendance is required, participation is expected and deadlines are absolute. Each student will be allowed one unexcused absence. After the first unexcused absence, each additional absence will result in a 2% reduction in the student's final grade. All assignments are due at the beginning of class on the specified dates unless otherwise specified.

NO LATE ASSIGNMENTS WILL BE ACCEPTED.

It is expected that each student in this course will conduct himself or herself within the guidelines of the UNC honor code. All academic work should be done with the high level of honesty and integrity this university demands.

Class Time Organization

Each class will consist of lecture/demonstration and lab time. In most cases students will use lab time to begin work on an assignment that is related to the class material and sometimes due the next class period. Students should plan on spending additional lab time outside of class to complete these assignments.

Software and Skills

Design using Illustrator

HTML and CSS using text editor

JavaScript and jQuery using text editor

Maintaining a hosted website via FTP (Fetch, Cyber Duck or Dreamweaver)

Grading

There are basic expectations that any supervisor or project manager would have for a project undertaken by a multimedia design specialist. All of your assignments must meet the following minimum basic standards to be considered for a grade of "B" or better. The project must be:

- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.
- completed so as to evidence a clear grasp of multimedia production standards and design concepts.

When appropriate your multimedia work also will be evaluated for:

- news value
- presentation editing decisions
- architecture of information presentation
- aesthetic design choices
- creativity and innovation

Intermediate Interactive Multimedia

Your overall grade for this course will be based on the following components.

Daily Lab Assignments (20-100 points each)

Weekly Quizzes (10-50 points each)

Multimedia Review (100 points)

3 major projects (100 points each)

Final Project (400 points)

Your end-of-semester grade will be calculated as follows. Please note that the instructor does reserve the right to curve class grades at the end of the semester.

Point range | Grade

930-1000 | A

900-929 | A-

885-899 | B+

830-884 | B

800-829 | B-

785-799 | C+

730-784 | C

700-729 | C-

685-699 | D+

630-684 | D

600-629 | D-

599 and below F

Assignments

Projects

On three occasions during the semester you will be assigned projects that will require you to create an original Web site or animation. More information about these projects will be provided during class.

In class Exercises and Quizzes

In-class exercises will cover the reading assignments and issues pertaining to the particular week's lessons. You always will be able to use your notes and textbook to complete the exercises, so be sure to bring them to class everyday. Some of these assignments may count as a quiz grade.

You also will have unannounced more traditional quizzes on reading assignments throughout the semester. If you keep up with the reading assignments, the quizzes will be easy to complete.

Interactive Project Review

At least once during the semester you be asked to present a professional data-driven interactive project of your choosing to the class and lead a discussion about it. More specifics about the requirements this presentation will be provided during the second week of class.

Final Project

The final project should demonstrate a comprehensive menu of Web design and multimedia production skills commensurate with what you learned during this course. The same grading criteria used for exams and other assignments submitted during the semester will be used

Other

when evaluating your final project. Additional information about required elements will be provided during class.

Missed work

You can miss assignments only in the case of medical and urgent situations. In many cases, you will be given support in making up assignments, but the instructor and MATC administration should be informed as soon as possible of the situation. It is your responsibility to find out what was covered during the time you missed.

Contact information

Steven King, Instructor
stking@email.unc.edu
skype: cujophoto | Gchat: stevenamyking@gmail.com | 919-360-8907

Steven will be available for office hours on Wednesdays from 10-12 and 1-2:30 or by appointment. Please email to schedule a time to meet in person.

UNC Honor Code

It shall be the responsibility of every student at the University of North Carolina at Chapel Hill to obey and to support the enforcement of the Honor Code (<http://instrument.unc.edu>), which prohibits lying, cheating, or stealing when these actions involve academic processes or University, student, or academic personnel acting in an official capacity.