

# COMM 2555: Interactive Digital Communication

## Fall 2017

Section 1: Tuesday/Thursday 11:00 - 12:15 p.m., ITTC 136

Section 2: Tuesday/Thursday 9:30 - 10:45 p.m., ITTC 136

### **Instructor:**

Dr. Sergey Golitsynskiy  
Lang Hall, Room 315  
E-mail: [sergey@uni.edu](mailto:sergey@uni.edu)  
Office Phone: 273-2680

### **Office hours:**

Tuesday: 2:30 - 4:00 p.m.  
Wednesday: 9:00 - 12:45 p.m.

### **Resources**

Required texts:

1. *HTML & CSS: Design and Build Websites* by Jon Duckett
2. *The Non-Designer's Design Book* (4th Edition) by Robin Williams

Course website: <http://sergey.cs.uni.edu/comm2555>

Course mailing list:

- Section 1: [comm-2555-01-fall@uni.edu](mailto:comm-2555-01-fall@uni.edu)
- Section 2: [comm-2555-02-fall@uni.edu](mailto:comm-2555-02-fall@uni.edu)

Note that to send messages to the course mailing list, you must send from the mailing address from which you are subscribed. By default, that is your uni.edu e-mail address.

### **Digital Media Hub (DMH), Rod Library**

The DMH at Rod Library has 35 laptops and numerous desktops that are fully loaded with the Adobe Creative Suite. Rod is staffing the DMH with IDS students who can help you with your projects.

## Course Description and Objectives

This course gives a foundation in creative digital production skills and creative problem solving that students will need for all their other Interactive Digital Studies classes. Students will learn to use Photoshop to manipulate digital images, and HTML and CSS to design web pages. It is not just a skills class – students will also learn about visual design and principles of designing for the web to give them powerful visual communication strategies to amplify their ability to articulate and digitally communicate big ideas.

As a result of this course, students will:

- Demonstrate an understanding of basic technological principles of the Internet and the World Wide Web
- Demonstrate an understanding of basic issues dealing with digital copyright
- Demonstrate an understanding of basic principles of graphic and web design
- Become proficient at using an image editing program to create and modify digital images
- Become proficient at using HTML and CSS to structure, position, and style the content of a web page following web standards

- Create web pages and upload them to a server
- Become an effective collaborator and self-learner

## **Requirements**

### Sessions

Most of the material that we cover in class will expand upon what appears in your texts, so attendance is essential. You will be expected to read assigned topics and/or watch assigned tutorials prior to the class session and to participate actively in class.

### Laboratory

Class periods may include a formal lab that you will be required to complete. You will receive credit for a lab only if you attend. During each lab session, you will do exercises that complement the topics covered in class, usually that same week.

### Homework assignments

Homework assignments will typically involve applying techniques learned in class and will occasionally involve extending or modifying work originally developed in class or a lab session.

### Exams

We will have two midterm examinations during the semester.

### Final project

There is a final project, to be completed by and presented on the day of the final exam.

## **Evaluation**

Final grades will be computed according to the following weights:

In-class labs	15%
Assignments	40%
Midterm exam-1	15%
Midterm exam-2	15%
Final Project	15%

Following is the grading scale used for this class. There is no curve.

93+	A
90 - 92	A-
87 - 89	B+
83 - 86	B
80 - 82	B-
77 - 79	C+
73 - 76	C
70 - 72	C-
67 - 69	D+
63 - 66	D
60 - 62	D-
59-	F

## General Policies

### Assignments

Homework assignments must be submitted through eLearning (unless otherwise indicated). Assignments will not be accepted via email. Assignments are due by the end of the day on the date specified in the assignment. You may submit an assignment up to 24 hours after the due date, but there will be a 10% penalty. Assignments will not be accepted after the late deadline. Exceptional circumstances will be considered only if discussed with the instructor prior to the due date.

### Exams and In-Class Labs

You are responsible for being here for the assigned date of your exams and in-class labs. Failing to do so results in a zero grade for the exam or the lab. Excuses will be considered to allow you to make up your exams or labs only when you provide prior notice AND proper documentation for your instructor.

### Honesty/Integrity

Working together is encouraged for assignments, to help you understand the problems and to encounter different points of view. In your submission, acknowledge by name any person with whom you collaborate. **However, any work you submit must be your own.** Undocumented or unacceptable collaboration, including the sharing of code, will be considered a form of academic dishonesty.

The guidelines set forth by the University Faculty Senate at UNI will be upheld in this course in regards to cheating and/or plagiarism ([www.uni.edu/policies/301](http://www.uni.edu/policies/301)). Academic misconduct will not be tolerated and will be severely penalized, possibly resulting in a failing grade for the course. A description of the incident will be forwarded to the appropriate university office and handled through proper university channels.

### Email Accounts

It is a requirement that you obtain and use your university email account (even if you only set it up in order to have emails forwarded to another account). You should check your email daily for class announcements.

### Disabilities and Special Needs

The University of Northern Iowa is an Affirmative Action Equal Opportunity Institution. The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities.

Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Those seeking accommodations based on disabilities should obtain a Student Academic Accommodation Request (SAAR) form from Student Disability Services (SDS) (phone 319-273-2677, for deaf or hard of hearing, use Relay 711). SDS is located on the top floor of the Student Health Center, Room 103.

## Learning Assistance

I encourage you to use the Academic Learning Center's free assistance with writing, math, science, and college reading and learning strategies. UNI's Academic Learning Center tutoring services are located in 008 Innovative Teaching and Technology Center (ITTC). For more information, go to [unialc.uni.edu/tutor-services](http://unialc.uni.edu/tutor-services) or call 319-273-6023 to set up an appointment.

## Privacy

The Family Educational Right to Privacy Act, also known as the Buckley Amendment, is a federal law designed to protect student privacy. This means that only you have legal access to your grades. Your parents, friends or significant others have no right to discuss with us your course performance. You have the option to sign a waiver of these rights, but if you have not signed such a waiver, we are not allowed by federal law to discuss your grades with anyone but you. Please realize: if your parents contact us to talk about your grades, federal law prohibits us from doing so.

## Tentative Schedule

The schedule in this syllabus is tentative and may be updated in the course of the semester. A detailed up-to-date schedule that includes specific topics and assigned readings is available on the course web site: <http://sergey.cs.uni.edu/comm2555>

Week 1	Introduction to the Internet and the World Wide Web
Week 2	Building web pages with HTML
Week 3	Building web pages with HTML
Week 4	Styling web pages with CSS
Week 5	Styling web pages with CSS
Week 6	Styling web pages with CSS
Week 7	Styling web pages with CSS
Week 8	Copyright and Public Domain
Week 9	Design principles / Editing images in Photoshop
Week 10	Design principles / Editing images in Photoshop
Week 11	Design principles / Editing images in Photoshop
Week 12	Design principles / Editing images in Photoshop
Week 13	Building web sites / CSS layout
Week 14	Building web sites / CSS layout
Week 15	Final project implementation