J362 MULTIMEDIA STORYTELLING - FALL 2016

SECTION - 31511
ROOM - FF 062
TIME - MW 2:30pm - 3:45pm
INSTRUCTOR - Nicolas Aguirre - naguirre@indiana.edu
OFFICE HOURS - FF M130S (Stack 4), Friday 10:00am - 11:00am

Description

Multimedia Storytelling focuses on use of visual design for narrative purpose. In this course, students will produce visual and interactive media that have journalistic applications. This is a project-oriented course and aims to help students create useful portfolio pieces. Static imagery, data visualization, and web-design are the focal media of this course. The key applications used are Adobe Illustrator, Tableau Public, and a web development tool such as Webstorm or SublimeText.

Prerequisites

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MSCH-C 226 or JOUR-J 210 with a grade of C- or
higher, or permission from instructor
Above class P - At least Sophomore standing
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Objectives

In this course, you will:

- Learn principles of visual design, typography, and composition
- Be exposed to design standards
- Develop mastery of tools and applications for elegant media design
- Gain familiarity with the creative prototyping process
- Establish an effective workflow and digital work environment
- Learn to give, receive, and utilize constructive criticism
- Produce aesthetic and functional media products
- Build attractive portfolio pieces
- Develop versatile means of communicating information visually

Work

This class is project-driven, and demands consistent effort inside and outside of the classroom. Classes are intended to be variable and may feature lectures, tutorials, in-class exercises, discussions and lab time. Coverage of technical details such as code syntax is primarily handled outside of the classroom. Class time will generally be utilized to work on projects and review progress.

Projects

You will be responsible for completing four projects, which will constitute 80% of your grade. Each project will require critical thinking and analysis as well as strong prototyping skills.

Three of these assignments will be assigned by the instructor, the final project can be chosen from a list of potential projects, or based off of individual or group interest in a particular facet of media.

I am willing to adapt projects to fit the professional interests of students - we may focus on journalism, animation, data manipulation, or any number of other topics. Because this course aims to provide tangible skillsets and viable portfolio pieces, the instructor aims to provide projects that will prove enticing or useful to those considering working in the industry.

Project 1 - Pen Tool, and Basic Visual Elements

Students will use **Illustrator** with primitive shapes (circles, squares, polygons) to produce a work of art. Focus is on mastery of the pen tool, object manipulation in Illustrator, and communicating a lot with few visual elements.

Project 2 - Visual Narrative - Triptych

Students will use **Illustrator** produce a three-panel triptych depicting their past, present, and future with visual language.

Project 3 - Data-driven Narrative - Tableau

Students will use **Tableau Public** or another visualization tool to create a data-driven story.

Project 4 - Web Interactivity

Students will use **JavaScript** to create an interactive web experience. For example, a student might use **P5.js** to create an animated scene on an HTML5 canvas. Students may also take a previous project and enhance it or add interactivity (e.g., adding interactivity to your triptych.)

Proposal

This course is relatively flexible with respect to creative boundaries, and students may pursue their own creative vision for Project 4. Many students will choose to build on existing projects, others may aim to focus on a specific facet of media. For Project 4, students must submit a conceptual prototype and written proposal that meets instructor approval.

In-class Activities

Participation is an important element of this class. It is not enough to listen to lectures or read books; one must actively practice and hone their skills to be successful. Many of our classes will focus on the completion of certain exercises, tutorials, and discussions.

Final

There is no final exam for this class, the date of the final exam will be used to analyze and critique your fourth project, as well as show your progress throughout the semester.

Grade

There are a total of **100** points in this class. The grade is divided as follows:

Assignment	Points
Four projects (20 each)	80
Attendance and participation	10
One tutorial or presentation	10
Total	**100**

Your grade will be assigned as follows:

Points	Grade
93 - 100	A
90 - 92	A-
87 - 89	B+
84 - 86	B
80 - 83	B-
77 - 79	C+
74 - 76	C
70 - 73	C-
67 - 69	D+
60 - 66	D
59 and below	F

Grading criteria will be given for each individual assignment.

Analysis, Critiques, Revisions

Following the completion of each project, students and the instructor will assess each individual submission. The intent is to spur meaningful discussion about design, and attract new ideas and opportunities for improvement. Because the creation of new media is an iterative process, students are allowed to revise and resubmit assignments.

Required Readings and Materials

There are no required course texts, but one is recommended:

Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design (2nd Edition) by William Lidwell

Software

Software is a focal point of this course, and an effort was made to ensure that free, cross-platform software will

be used wherever possible. Tools, applications, and services prove invaluable in web development. A good deal of class time will be spent assisting students with installation and configuration of software.

We will use:

1. The Adobe Creative Suite - We will be using Adobe Illustrator to conceptualize and design our visual storytelling components.
2. File storage - Google Drive or DropBox is a free and useful way to do this. More tech-savy users may prefer GitHub
3. Web hosting - IU Pages or GitHub Pages are good choices. You can also purchase a domain and hosting services through a domain provider such as JustHost.
4. Tableau Public - Data visualization can be daunting, but Tableau provides a relatively intuitive means of converting raw data into meaningful visualizations.

Hardware needs

While web development can be done from any operating system, the instructor teaches workflow for OS X users. Access to a computer with Mac OS X is highly recommended. All students should have access to a Mac through the computer lab. Students who aren't using OS X will not benefit as much from lectures and tutorials.

We will be using Illustrator and other programs that require use of the mouse very frequently. Consider getting a comfortable mouse - many OS X users like Apple's Magic Mouse. Few students will be comfortable working with the trackpad for long periods of time. Use of a stylus tablet (e.g., Wacom) is also welcome.

It is also useful to have access to a large display, or dual display configuration.

Policies

Attendance

Students should make a serious effort to attend every lecture. A repeated pattern of absence or tardiness will result in a deduction of points from your participation grade.

Food and Drink in Class

Sorry, they are not permitted.

Deadlines

Deadlines are strict and non-negotiable. Late assignments will be accepted for the first five calendar days after

a deadline. After that, I will remove 10% daily. Assignments may not be submitted after five calendar days have elapsed (Example - Deadline is September 8th, you cannot submit after September 13th)

Proper Attribution for Referenced Works

By nature, code is re-usable and extensible. It is both acceptable and encouraged to utilize and adapt examples of code; this is common on websites like StackOverflow. However, the sources for all referenced code must be given in your code commenting. I will assist students with finding code that is reusable (such as under the GNU license), and help with giving proper credit to the source.

Any datasets used for visualization must also be referenced.

Students with Disabilities

If any student requires assistance or academic accommodations for a disability, please contact me by after class, by e-mail, or during office hours. The student must have established eligibility for disability support services through the Office of Disability Services for Students.

For more information - https://studentaffairs.indiana.edu/disability-services-students/

Religious Holidays

It is the policy of Indiana University that instructors must reasonably accommodate students who want to observe their religious holidays at times when academic requirements conflict with those observances. This policy is intended to ensure that both faculty and students are fully aware of their rights and responsibilities in the accommodation of students' religious observances.

Source: http://enrollmentbulletin.indiana.edu/pages/relo.php

Syllabus

Our schedule will be followed more rigidly in the first half of the semester, and more loosely in the second half. Courses such as this one will have a wide array of students with varying strengths and weaknesses. Because this course is rich in content, I reserve the right to amend this syllabus to better match the needs of a given class.

Schedule

Schedule is subject to change. The last half of the semester is more variable as students will have their choice of projects.

	Dates	Activity
August	Mon 8/22, Wed 8/24	Review syllabus, configure software. Intro to Illustrator
	Mon 8/29, Wed 8/31	Illustrator continued; begin Project 1
September	*Mon 9/5 (Labor Day)*	*No class.*
	Wed 9/7	Project 1
	Mon 9/12, Wed 9/14	Project 1; **progress check on 9/14**
	Mon 9/19, Wed 9/21	**Project 1 due Friday 9/23**
	Mon 9/26, Wed 9/28	Begin Project 2; Brainstorming and conceptualization
October	Mon 10/3, Wed 10/5	Project 2; **progress check on 10/5**
	Fri 10/7 - Sun 10/9	*Fall Break*
	Mon 10/10, Wed 10/12	**Project 2 due Friday 10/14**
	Mon 10/17, Wed 10/19	Introduction to Infographics and Visualization; Setting up Tableau
	Mon 10/24, Wed 10/26	Begin Project 3 - Explore topics and data sources

October/November	Mon 10/31, Wed 11/2	Project 3 - **progress check on 11/2**
November	Mon 11/7, Wed 11/9	**Project 3 due Friday 11/11**
	Mon 11/14, Wed 11/16	Begin project 4 - Explore ideas and draft proposals. Proposals must be submitted by **Friday 11/18**
	Sun 11/20 - Sun 11/27	*Thanksgiving Break*
	Mon 11/28, Wed 11/30	Project 4; Begin presentations
December	Mon 12/5, Wed 12/7	Project 4; **12/7 is the last day for presentations**
	Sat 12/10	*Classes End*
	Fri 12/16	Students will submit and present **Project 4** alongside their other works during our scheduled Final Exam period, *10:15am - 12:15pm*