TCOM 350
Interface and Interaction
Summer 2011 Course Information

Professor: John C. Dailey, Ph.D.
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Office Hours: By Appointment ONLY
Classroom / Class time: BC 130, MTWRF, 11:00-12:35 pm

Suggested - Lynda.com courses (available @ http://iplogin.lynda.com/ on campus ONLY):
   Creating Dynamic Menus – 1.08 Hours
   Dreamweaver CS5 Essential Training – 15.37 Hours
   Photoshop CS5 for the Web – 5.98 Hours

Academic Dishonesty:
   Academic dishonesty includes but is not necessarily limited to the following:
       A. Cheating or knowingly assisting another student in committing an act of cheating or
       other academic dishonesty.
       B. Plagiarism which includes but is not necessarily limited to, submitting examinations,
       or other material as one's own work when such work has been substantially
       copied from another or prepared as the product of a group experience.
   Any student who commits an act of academic dishonesty will be dismissed from the course
   with a failing grade.
Required Account:
   You will need a Ball State "iWeb Account" for this class… 2 GB of free storage!
       Please apply for one ASAP if you do not already have one.
       Details here: http://iweb.bsu.edu/ or purchase your obe
Class Attendance:
   Absences are highly discouraged in this class. If you are absent because of a very serious
   illness or major family emergency on the day when an assignment is due, you must notify the
   instructor as soon as possible.

Disability Accommodation:
   If you need course adaptations or accommodations because of a disability, if you have
   emergency medical information to share, or if you need special arrangements in case the building
   must be evacuated, please make an appointment with your Instructor as soon as possible.
   Students seeking accommodations must contact the office of Disabled Student Development –
   765-285-5293. Please note that no accommodations will be made until a student has provided a
   letter of verification from the office of Disabled Student Development. In addition,
   accommodations will not be provided in a retroactive manner. So if needed, please contact their
   office ASAP and provide the appropriate paperwork to your instructor.

Equipment Abuse:
   If a student deliberately or negligently breaks a piece of gear, or it's stolen because of his or her
   negligence, he or she pays for its repair or replacement. If a piece of gear is lost, stolen, or
   broken, and the student is not to blame, then he or she will not be held responsible. It is at the
   discretion of the professor to determine cause. Failure to pay restitution will result in an
   incomplete, a failure grade, or legal action. A student will have the right to appeal based on
   university, college, and departmental rules and regulations.

             The ultimate goal for this course is to have each student understand
         the complexities and possibilities of interactive media design and production.

COURSE OBJECTIVES

Through discussions and creative experiences, students are expected to acquire a basic working knowledge of the interactive media design process. The following areas will be addressed:

… Principles underlying the production of interactive media titles
- Assessing a target audience: understanding their needs & abilities
- Primary steps in preplanning, authoring, and distribution
- Understand the advantages/limitations of various distribution channels
- Delegation of responsibilities of each member of the interactive media development team
- Awareness of copyright issues

… Elements of appropriate web graphic and navigation design
- Gain an appreciation for web design techniques & navigation
- Obtain a working knowledge of eXtensible HyperText Markup Language
- Creation of graphics for web use: including GIFs, JPEGs, & PNGs.
- Understand the use of CSS, iframes, layers, libraries, tables & templates
- Become aware of Javascript and its use
- Become aware of XHTML and its use
- Understand the use of on-line forms and scripts

… Construction of an original web site
- Site design
- Become familiar with a visual web site development tool (i.e., Dreamweaver)
- Become familiar with the dynamic web environment (i.e., CSS, JavaScript)
- Asset creation (production of graphical & textual elements)
- Image and text file importing
- File management (size, color palettes, naming conventions , etc.)

… Evaluation of existing web sites
- Critique interesting designs
- Applaud original techniques

QUALITATIVE EVALUATION CRITERIA

Note: Your final grade in this course is determined by overall performance.
The following components will be weighted to determine your final grade:

Design / Presentation:	Percent	Written:	Percent
Web Site (Alpha + Beta + Final)	40.0	Twitter Feed Discussion	10.0
In-Class Labs (2.5% each x 4)	10.0	Midterm (5/27 - 50 points - .5% per point)	25.0
		Site Proposal (due 5/31)	15.0
		TOTAL 100%	

A = 90-100%   D = 60-69%
B = 80-89%   F = Below 60%
C = 70-79%

COURSE SCHEDULE   (may be amended as needed to benefit the class)

Date	Discussion	Lab Activity	Practice
Week 1			
May 16	Interactive Media Design	Introduction to course / file naming / Twitter	
May 17	Design for Interaction	TWEET (#350ss11-interact)	
May 18	Working on the Screen	TWEET (#350ss11-screen)	
May 19	Web Design… The Big Picture	TWEET (#350ss11-web)	
May 20	Web Layout and Composition	TWEET (#350ss11-layout)	
Week 2			
May 23	*Typography*	**CSS/XTML** – Style, Typography	**LAB 1**
May 24	*Links, Layout*	**Dreamweaver** - Sites, Links, Tables, AP Layout	**LAB 2**
May 25		**Photoshop** - Layers, Shapes, Text, Styles	**LAB 3**
May 26	*Imagery*	**Photoshop** - Slices, GIFSs, JPGs, & PNGs	**LAB 4**
May 27	**Midterm**	**JavaScript Media Galleries**	
Week 3			
May 30	**NO CLASS**	**MEMORIAL DAY**	
May 31	P**roposal DUE**	**1 on 1 Discussions**	
June 1	In-Class Workday	Site Design / Construction	
June 2	In-Class Workday	Site Design / Construction	
June 3	In-Class Workday	Site Design / Construction	
Week 4			
June 6	**Alpha Site Due**	**Critiques to @yourtwittername** #350ss11-alpha	
June 7	In-Class Workday	Site Design / Construction	
June 8	In-Class Workday	Site Design / Construction	
June 9	In-Class Workday	Site Design / Construction	
June 10	In-Class Workday	Site Design / Construction	
Week 5			
June 13	**Beta Site Due**	**Critiques to @yourtwittername** #350ss11-beta	
June 14	In-Class Workday	Site Construction	
June 15	In-Class Workday	Site Construction	
June 16	In-Class Workday	Site Construction	
June 17	**Site Due**	**Final Showcase –**	
		Links to @yourtwittername #350ss11-site	

Final Site Proposal
(15 percent)
DUE: Tuesday, May 31st

Required:

Write a 4 to 6 page (inc. a flowchart & wireframes), typed, double-spaced, stapled paper describing the showcase web site that you plan to develop for this class. This project is to be of your own design **(no templates allowed)** and may be dedicated to any *cause, person, place, or thing* (subject to instructor approval ;-). Think of this site as a promotional tool to showcase your skills to a future employer. Please start planning what you would like to develop *WELL BEFORE* the deadline. Great designs take time.

The following items should be included and/or discussed in your paper:

1. A statement of purpose (i.e., What is the site all about?)

2. Identify your target audience (i.e., Who will be your users?)

3. List your main objectives (i.e., What do you hope to accomplish with the site?)

4. Make a concise outline of the items your site will contain.

   - This should include a description of each sub-area that you plan on building.

   - Describe how the navigation structure of your site will work.

5. Draw a simple, full-page, *flowchart* that illustrates the sites' major areas, sub areas, and navigation structure.

6. Include a rough full-page *wireframe* of the main page and one sub area of your site.

Suggestions:

- Remember to consider these design elements as you plan your site:

   (Don't worry if you are not exactly sure how you might implement a certain feature at this time.)

   - Interactivity (control panels, popups, dynamic layers)

   - Interface Style (page layout, icons, overall "look and feel")

   - Images & Text (colors, image size, typography, backgrounds)

   - Navigation (buttons, tabs, menus, "breadcrumbs", home)

   - Multimedia (animation**,** audio**,** video)

Special Effects (rollovers, dynamic navigation)