

TCOM 351  
ADVANCED INTERFACE & INTERACTION  
*Spring 2012 Course Information*

**Professor:** John C. Dailey, Ph.D.  
LB 216 - [jdailey@bsu.edu](mailto:jdailey@bsu.edu)  
**Web Site:** <http://jdailey.iweb.bsu.edu/>  
**Office Hours:** TR 11:00-1:00 & W 2:00-4:00 and by appointment, 216 Letterman Building  
**Office Phone:** 765.273.4757 (Google Voice - forwards to my cell phone)  
**Classroom / Class Time:** RB 134c, TR, 9:30 PM - 10:45 PM

**Required Textbook Bundle:**

Keith, J. (2010). HTML5 For Web Designers.  
A Book Apart. ISBN: 978-0-9844425-0-8.  
Cederholm, D. (2010). CSS3 For Web Designers.  
A Book Apart. ISBN: 978-0-9844425-2-2.  
(<http://www.abookapart.com/products/html5-css3-bundle> - \$30 plus shipping)

**Required - Lynda.com course:**

(Go to <http://www.bsu.edu/lynda> and click on the Lynda.com image  
Log in using your Ball State user name and password):  
Dreamweaver CS5: Getting Started with HTML5 - 1:58 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.

**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.

*The ultimate goal for this course is to have each student understand  
the complexities and possibilities of web site development.*

## COURSE OBJECTIVES

Through readings and production experiences, students are expected to acquire a basic working knowledge of web site design. This will include the following areas:

- ... Principles underlying the production of web sites
  - Considering usability at every point in the design process
  - Separating presentation from content as appropriate
  - Defining a general-purpose statement for a web site
  - Assessing the target audience: understanding who they are and their needs
  - Primary steps in preplanning, authoring, and publishing web sites
  - Understand the advantages/limitations of various web technologies
  - 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
  - Become aware of Javascript and its use
- ... Construction of an original web site
  - Site design
  - Become familiar with a visual web site development tool (i.e., Dreamweaver)
  - Become familiar with 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, **not** through the simple result of adding points together.

<b>Production:</b>	<b>Percent</b>	<b>Due Date</b>
Project (Alpha + Beta + Final)	45	Finals Week
<b>Exercises / Readings / Instant Quizzes (IQ's):</b> Lynda.com Training A Book Apart Reading	25	(5% each x 5)
<b>Project Proposal</b>	15	March 13th
<b>Discussion / Participation:</b> In-Class Discussion	15	
	+	
<b>TOTAL:</b>	100	
A = 90-100%	D = 60-69%	
B = 80-89%	F = Below 60%	
C = 70-79%		

COURSE SCHEDULE (may be revised to meet the needs of the class...)

Date	Lynda.com	ABA Chapters	In-Class Activity / Discussion / IQ's
<b>Week 1</b>			
January 10			Intro to course / people / IQ's
January 12	DW HTML5 Updates		Dreamweaver & HTML5
<b>Week 2</b>			
January 17			HTML5 - Possibilities
January 19	<b>BRING BOOKS TO CLASS</b>	HTML5 - 1, 2	A Brief History of Markup, Design of HTML5
<b>Week 3</b>			
January 24	Media Queries		<b>LAB 1 - IQ 1</b>
January 26	Native Media	HTML5 - 3	Rich Media
<b>Week 4</b>			
January 31	<b>NO CLASS</b>		
February 02	<b>An Open Discussion</b>		What Do You Know About Web Design? - <b>IQ 2</b>
<b>Week 5</b>			
February 07	Enhanced Structural Tags	HTML5 - 5	<b>LAB 2a</b> - benefits, basic page layout, sections
February 09	Enhanced Structural Tags	HTML5 - 6	<b>LAB 2b</b> - asides, headings, articles - <b>IQ 3</b>
<b>Week 6</b>			
February 14	New Wave Typography		<b>LAB 3</b> - @font-face families, CSS3 type effects
February 16		CSS3 - 1, 2	CSS3 Today, Understanding CSS Transitions - <b>IQ 3</b>
<b>Week 7</b>			
February 21		CSS3 - 3	<b>LAB 4</b> - Hover-Crafting with CSS3
February 23		CSS3 - 4	Transforming The Message - <b>IQ 4</b>
<b>Week 8</b>			
February 28		CSS3 - 5	<b>LAB 5</b> - Multiple Backgrounds
March 01			JavaScript Media Galleries - <b>IQ 5</b>
<b>Week 9</b>			
March 4 - 11	<b>Spring Break</b>		
<b>Week 10</b>			
March 13	<b>Proposal DUE</b>		
March 15	<b>Proposal RETURNED</b>		Project Construction
<b>Week 11</b>			
March 20	Work Day		Project Construction
March 22	Work Day		Project Construction
<b>Week 12</b>			
March 27	Work Day		Project Construction
March 29	<b>Alpha DUE</b>		Project Construction
<b>Week 13</b>			
April 03	Work Day		Project Construction
April 05	Work Day		Project Construction
<b>Week 14</b>			
April 10	Work Day		Project Construction
April 12	<b>Beta DUE</b>		Project Construction
<b>Week 15</b>			
April 17	NO CLASS - Dr. Dailey is Out-Of-Town		Project Construction
April 19	Work Day		Project Construction
<b>Week 16</b>			
April 24	Work Day		Project Construction
April 26	Work Day		Project Construction
<b>Finals Week</b>		9:45 AM - Thursday, May 3rd	<b>FINAL Project DUE &amp; Showcase...</b>

**Final Site Proposal**  
(15% of Total Grade)  
DUE: Tuesday, March 13th

**Required:**

**Write a 4 to 6 page, typed, double-spaced paper document describing the HTML5 / CSS3 based web site** that you plan to develop for this class. This project is to be of your own design and may be dedicated to any *cause, person, place, or thing* (subject to instructor approval ;-). Think of this project as a promotional tool to showcase your skills to a future employer. Please start planning what you would like to develop *WELL BEFORE* the mid-semester 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 **wireframe sketch** of your design **for each at least 2 resolution breakpoints** (e.g. max-width: 600px and min-width: 1200px) for your home 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 (navbars, links, menus, dynamic layers)
- Interface Style (page layout, icons, overall "look and feel")
- Images & Text (colors, image size, typography, backgrounds)
- Navigation ("breadcrumb trails", buttons, dropdowns, home logo, tabs)
- Multimedia (animation, audio, video)
- Special Effects (rollovers, transitions)