

TCOM 351
ADVANCED INTERFACE & INTERACTION
Spring 2012 Course Information

Professor: John C. Dailey, Ph.D.
LB 216 - 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, 2:00 PM - 3:15 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)

Suggested - Lynda.com courses:

(Go to <http://www.bsu.edu/lynda> and click on the Lynda.com image
Log in using your Ball State user name and password):
Creating Dynamic Menus - 1.08 Hours
Dreamweaver CS5 Essential Training - 15:22 Hours
Photoshop CS5 for the Web - 5:59 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.

Production:	Percent	Due Date
Project (Alpha + Beta + Final)	45	Finals Week
Exercises / Readings / Instant Quizzes (IQ's): Lynda.com Training A Book Apart Reading	25	(5% each x 5)
Project Proposal	15	March 13th
Discussion / Participation: In-Class Discussion	15	
	+	
TOTAL:	<hr/> 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	In-Class Activity / Discussion / IQ's
Week 1			
January 10		Lynda Lessons	Intro to course / people / IQ's
January 12	<i>DW HTML5 Updates</i>		Dreamweaver & HTML5
Week 2			
January 17			HTML5 - Possibilities
January 19	BRING BOOKS TO CLASS	HTML5 - 1, 2	<i>A Brief History of Markup, Design of HTML5</i>
Week 3			
January 24	<i>Media Queries</i>		LAB 1 - IQ 1
January 26	<i>Native Media</i>	HTML5 - 3	<i>Rich Media</i>
Week 4			
January 31	NO CLASS		
February 02	An Open Discussion		<i>What Do You Know About Web Design? - IQ 2</i>
Week 5			
February 07	<i>Enhanced Structural Tags</i>	HTML5 - 5	LAB 2a - benefits, basic page layout, sections
February 09	<i>Enhanced Structural Tags</i>	HTML5 - 6	LAB 2b - asides, headings, articles
Week 6			
February 14	<i>Dreamweaver Essentials</i>	6-8	<i>CSS, Controlling Typography, Images</i>
February 16	<i>Dreamweaver Essentials</i>	9-11	<i>Links, Layout w/ CSS, Tables - IQ 3</i>
Week 7			
February 21	<i>Photoshop for the Web</i>	3-5	<i>Web Images, Backgrounds, Transparency</i>
February 23	<i>Photoshop for the Web</i>	6-10	<i>Navigation, Photos, Mockups, Slicing</i>
Week 8			
February 28	<i>Creating Dynamic Menus</i>	1-5	<i>Intro, XHTML, CSS, JavaScript, Options</i>
March 01			<i>JavaScript Media Galleries - IQ 4/5</i>
Week 9			
March 4 - 11	Spring Break		
Week 10			
March 13	Proposal DUE		
March 15	Proposal RETURNED		Project Construction
Week 11			
March 20	Work Day		Project Construction
March 22	Work Day		Project Construction
Week 12			
March 27	Work Day		Project Construction
March 29	Alpha DUE		Project Construction
Week 13			
April 03	Work Day		Project Construction
April 05	Work Day		Project Construction
Week 14			
April 10	Work Day		Project Construction
April 12	Beta DUE		Project Construction
Week 15			
April 17	NO CLASS - Dr. Dailey is Out-Of-Town		Project Construction
April 19	Work Day		Project Construction
Week 16			
April 24	Work Day		Project Construction
April 26	Work Day		Project Construction
Finals Week	2:15 PM - Wednesday, May 2nd		FINAL Project DUE & Showcase...

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

Required:

Write a 4 to 6 page (inc. flowcharts & wireframes), typed, double-spaced 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 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 rough full-page **wireframe sketch** 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 (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)