TCOM 450
INTERACTIVE VIDEO DESIGN
Spring 2009 Course Information

Professor: John C. Dailey, Ph.D.
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Web Site: http://jdailey.iweb.bsu.edu/
Office Hours: TR 3:30-5:00, W 2:00-5:00 and by appointment, 273 Letterman Building
Home Phone: 765.286.5776, please leave a message between 9am - 9pm
Classroom / Class time: RB 134c, TR, 2:00 - 3:15 pm

Required - Lynda.Com Subscription:
    Web Site Development (Jan 12th – May 8th, 2009) - Cost: $38.67
    Login at http://www.lynda.com/edu-media/studentlogin.asp
    Class Code: 1282008C4125
    NOTE: Only Students Registered For This Course May Use This Code.
            INCLUDED W/ YOUR SUBSCRIPTION:
            ActionScript 3.0 in Flash CS3 Professional Essential Training - 7.5 Hours
            ActionScript 3.0 in Flash CS3 Professional Beyond the Basics - 4 Hours
            Flash CS3 Interactive Video Techniques - 2 Hours
            Flash CS3 Professional Essential Training - 8 Hours
            Flash CS3 Professional Beyond the Basics - 5.25 Hours

Required Text:
      Saffer, D. (2006). Designing for Interaction @ *T.I.S. by 1/15/08*
          New Riders. ISBN: 0-321-43206-1

Required Account:
    You will need a Ball State "iWeb Account" for this class… 2 GB of storage!
        Please apply for one ASAP if you do not already have one.
        Details here: http://iweb.bsu.edu/

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 with me, or if you need special arrangements in
    case the building must be evacuated, please make an appointment with me as soon as
    possible. My office location and hours are 273 Letterman Building, TR 3:30-5:00, W 2:00-
    5:00 and by appointment: 285-1075.

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

COURSE OBJECTIVES

This class is an advanced investigation of interactive video based upon known interaction design principles. Interactive video is analyzed on many levels: audience awareness, content selection, interface layout and user control. Includes the creation of a video player incorporating interactive objects as design elements. Interactivity (i.e., the inclusion of the "user" within a created experience) will be investigated on many levels: from the choosing of metaphors to the design of interfaces. This course will give the student an opportunity to create a truly interactive video environment. Individuals in this class will apply a firm foundation of human-computer interaction techniques towards the creation of an enriched interactive experience. Through readings and production experiences, students are expected to acquire an advanced knowledge human-computer interaction principles and their application to interactive video design. The following areas will be addressed:

> … Theoretical principles of human-computer interface design:
> - Accessibility (accommodation for different users: skill levels, element sizing, etc.)
> - Aesthetic Integrity (visual/aural completeness, seamlessness)
> - Audience Knowledge (awareness of the target audience)
> - Consistency (zero surprises or omissions)
> - Direct Manipulation (on-screen control of interactive parameters)
> - Feedback and Dialog (reinforcement/guidance)
> - Forgiveness (recoverability from any situation)
> - Metaphors (drawing from parallel examples in life)
> - Modelessness (eliminating compartments within interfaces)
> - Perceived Stability (maintaining a resilient environment)
> - See-and-Point (visual controls)
> - User Control (protecting the user while giving them power)
> - WYSIWYG (What You See Is What You Get)

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)	30	April 30th
On-Line:		
lynda.com Training (5x courses)	30	
Site Proposal (on Google™ Docs)	10	
Discussion / Participation:		
Class Blog	20	
In-Class / Peer Evaluations	10	
	+	
TOTAL:	100	

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

"I'm from Missouri, you've got to *show me*." – Dr. John

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

Date	On-Line Course	Reading	In-Class Activity / Discussion
Week 1			
January 13			Introduction to class / blog / project
January 15	Flash Essentials		Workspace, Drawing, Color, Symbols
Week 2			
January 20		Chapter 1	*What is Interaction Design? - ON BLOG*
January 22	Flash Essentials		Timeline, Images, Animation, Text
Week 3			
January 27		Chapter 2	*Starting Points - ON BLOG*
January 29	Flash Beyond Basics		AS3, Dynamic Text, Interactivity
Week 4			
February 03		Chapter 3	*Interaction Design Basics - ON BLOG*
February 05	Flash Interactive Video		FLVs, Controls, Transparency, Cue Points
Week 5			
February 10		Chapter 4	*Design Research and Brainstorming - ON BLOG*
February 12	AS3 Essentials		Variables, Functions, Events
Week 6			
February 17		Chapter 5	*Models and Diagrams - ON BLOG*
February 19	AS3 Essentials		Classes, Repetition, Arrays, Advanced Interactivity
Week 7			
February 24		Chapter 6	*Interface Design Basics - ON BLOG*
February 26	AS3 Beyond Basics		Display Lists, AS Tweens, Particles, Transitions
Week 8			
March 03	Work Day	Chapters 7, 9	*Smart Applications, The Future - ON BLOG*
March 05	**Proposal DUE**		Project Construction
Week 9			
March 8 - 15	**Spring Break**		
Week 10			
March 17	**Proposal RETURNED**		Project Construction
March 19	Work Day		Project Construction
Week 11			
March 24	Work Day		Project Construction
March 26	Work Day		Project Construction
Week 12			
March 31	Work Day		Project Construction
April 02	**Alpha DUE**		***Peer Critiques to Blog***
Week 13			
April 07	Work Day		Project Construction
April 09	Work Day		Project Construction
Week 14			
April 14	Work Day		Project Construction
April 16	**Beta DUE**		***Peer Critiques to Blog***
Week 15			
April 21	Work Day		Project Construction
April 23	Work Day		Project Construction
Week 16			
April 28	Work Day		Project Construction
April 30	**FINAL PROJECT DUE**		
Finals Week	**2:15 PM - Wednesday, May 6th**		**FINAL Project Showcase…**

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Final Project Proposal
(10% of Total Grade)
DUE: Thursday, March 5th

PLEASE POST YOUR PAPER ON GOOGLE DOCUMENTS.
(details in class…)

Required:

Write a 4 to 5 page, Google™ document describing the **interactive video project** 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 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 project 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 project?)

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

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

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

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

6. Include a rough full-page *drawing* of the main interface and one sub area of your project.

7. Scan items 5 and 6. Insert these images into your Google™ document.

8. Name your proposal: "YOUR_LAST_NAME_450-SP09" and share it with me: cybrdr@gmail.com.

9. Be sure to give me permission add comments to your proposal.

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**,** video)

    - Special Effects (rollovers, transitions)

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FINAL SITE / COURSE GRADE CRITERIA

A ... Unique Design: Excellent - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Outstanding work in all areas of the course (midterm, discussion, etc.).

A- ... Creative Design: Very Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Outstanding work in most areas of the course (midterm, discussion, etc.).

B+... Fine Design: Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in all areas of the course (midterm, discussion, etc.).

B ... Useful Design: Clear - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in most areas of the course (midterm, discussion, etc.).

B- ... Fair Design: Mixed Quality - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability.
In addition to at least... Accomplished work in one area of the course (midterm, discussion, etc.).

C+... Underdeveloped Design: Some Future Promise - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability
In addition to at least... Average work in all areas of the course (midterm, discussion, etc.).

C ... OK Design: Minimally Effective - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Average work in most areas of the course (midterm, discussion, etc.).

C- ... Unfinished Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, OR Usability.
In addition to... Below Average work in most areas of the course (midterm, discussion, etc.).

D+ to D- ... Unsatisfactory Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Below Average work in all areas of the course (midterm, discussion, etc.).

F ... Non-Original Design: (i.e., stolen work).

HAVE A GREAT SEMESTER!
- Dr. John

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