



AUTHORING INTERACTIVE MEDIA

3 credit hours

36-2601-05 – Thursday, 6:30pm to 9:20pm

Classroom location: 916 S. Wabash Ave., Room 129

Columbia College Chicago (main address)
600 S. Michigan Ave. Chicago IL
<http://iam.colum.edu>

Interactive Arts + Media

Instructor: Sal J. Barry

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Office Hours: Tues., Weds., Thurs. (by appointment)

Class portal: <http://oasis.colum.edu>

Dept. Phone: (312) 369-7578

Course Description/Rational

This class focuses on effectively communicating content in an interactive format. Students research, plan, and produce interactive media projects. Several media components are developed and integrated to support the goal of each piece. Topics covered include contextual problem solving, information architecture, and usability. All projects are designed with participants in mind, considering their culture and demographics. Contemporary authoring technology and content creation tools will be used.

Prerequisites: Digital Image Development (36-1300) or Design Lab (22-1320)

Instructional Resource Fee: \$75

Add/Drop and Withdrawal Dates for the Spring 2012

- The last day to **add** a class is Monday, January 23, 2012
- The last day to **drop** a class is Monday, January 30, 2012
- You may **withdraw** from a class between Tuesday, January 31 and Monday, March 12. You will receive a grade of "W".

Goals and Objectives

At the conclusion of this course students will be able to:

- Demonstrate the ability to integrate media into an interactive multimedia project.
- Demonstrate an understanding of the underlying concepts behind, and be able to create, interactive projects using current production technologies.
- Demonstrate the ability to successfully develop interactive strategies using methodology introduced in the Media Theory and Design classes.
- Develop goal-oriented media.
- Apply cultural and critical theory to create work that considers contemporary cultural and social conditions.
- Look critically at the current state of the art in interactive production through exposure to the profession.
- Create projects that emphasize discourse and dialogue (interactivity rather than exposition).
- Produce finished piece for inclusion in student portfolio

Course Work

Over the course of the semester, you will be expected to complete three projects and eight homework assignments. Additionally, there will be two scheduled quizzes, a Midterm Test and a Final Test. The breakdown is as follows:

5%	Quizzes
10%	Midterm Test
10%	Final Test
10%	Project 1
10%	Project 2
20%	Project 3
15%	Attendance & Class Participation
20%	Assignments (8 assignments)

Class Website Policy

As part of this class you will be expected to create and maintain a class portfolio website. This website will showcase all of your work throughout the semester (homework, proposals, projects, comps, etc.). It is your responsibility to maintain links to all of your work. These links will be used for grading and a missing or broken link will be considered the same as a missing assignment. Instructions for setting up your class portfolio will be covered in class. You are also solely responsible for the content of your class website. (See the information on Academic Honesty and Copyrights later in this syllabus.)

Grades

Please note that grades are assigned as follows:

A	= 93% or above
A-	= 90 – 92%
B+	= 87 – 89%
B	= 83 – 86%
B-	= 80 – 82%
C+	= 77 – 79%
C	= 73 – 76%
C-	= 70 – 72%
D	= 60 – 69%
F	= 59% and below

The instructor is the final arbiter of all grades for the class.

Grade Requirements for Major

You are required to finish with a “C” grade or better if this class is required for your Major, or is a prerequisite for a class required by your major. If you do not, you must take this class again and cannot advance to the next required class.

Incomplete Grade

An Incomplete Grade (I) can only be issued for an undergraduate student who has met the following criteria:

- The student has successfully completed all course requirements to date but is faced with unexpected circumstances during the final weeks of the semester resulting in the inability to complete course requirements by the end of the semester.
- The student must have, in the instructor’s estimation, the ability to complete missed course requirements outside of class and by the end of the eighth week of the following semester.

- The instructor must agree to evaluate the student's work and replace the Incomplete grade before the end of the following semester.
- An agreement specifying work to be completed and a due date must be signed by both instructor and student and approved by the Department Chair.

In the event that an instructor is no longer employed by the College, a program Coordinator, Director, or the Department Chair can evaluate the work and assign the course grade.

Academic Progress Report (APR)

New Federal guidelines require that students be dismissed from the college who fail to attain "Satisfactory Academic Progress" (SAP) for two semesters in a row. SAP is defined as achieving at least a 2.0 GPA, and a 2/3 completion rate (e.g., 4 classes successfully completed out of 6 classes enrolled; note that withdrawals do not affect GPA but DO affect completion rate). Columbia College has a range of programs to help students with difficulties, and has implemented a new Academic Progress Report (APR) to identify students who may benefit from that help.

During the fifth week of the semester, teachers will review a checklist of their students, and rate each student "Satisfactory," "Unsatisfactory," or "Never Attended." Students rated "Unsatisfactory" will be contacted and help will be offered. The APR rating is NOT a grade -- it's an advising tool to help students in their progress toward a Columbia College degree.

Course Readings

There is one required textbook for this class. You are expected to purchase the textbook for reading assignments, as well as to refer to when doing homework and projects.



HTML, XHTML & CSS, Sixth Edition Visual Quickstart Guide

By Elizabeth Castro

ISBN: 0321430840

Publish Date: August 2006 (6th edition)

Referred to as XHTML in this syllabus

Readings from other sources will be assigned. Your instructor will provide handouts when necessary.

Additional Materials

- USB ("thumb") drive for bringing your work to and from class
- 3-ring binder or pocket folder for handouts
- Sketchbook
- Pen or pencil

Class Policies

Email

All students are assigned an @loop.colum.edu email when they first register. This is the only email that instructors use to contact you about assignments, scheduling, or other classroom issues. It is your responsibility to check this email regularly for information. You can access your @loop.colum.edu email via a link at the bottom of the left hand column of the Oasis portal. (<http://oasis.colum.edu>) We recommend that you either check that email daily or forward it to an email account that you do check daily.

Backup and Archival Policy

Students are responsible for maintaining their own backup copies of all digital works. The Interactive Arts and Media department provides each registered student with server storage space as a courtesy and convenience, but does not guarantee access to that server space nor does it guarantee the safety of those digital files. Maintain your own electronic backup of your important files.

Additionally, as part of this class, you may be asked to provide all class work, documentation, proposals, and projects in electronic form on a CD or DVD-ROM on the last day of class. Your instructor will inform you if this is required, and of the specifics of the requirement.

Academic Honesty and Conduct

Academic honesty is expected of all students. Any inappropriate use of materials or plagiarism will not be tolerated. (See Academic Integrity Policies on pg. 18 of the Columbia Catalog.)

In line with Columbia's Student Code of Conduct, students are reminded that Columbia expects students to treat each other, faculty, and staff with respect. Harassment of any kind is forbidden, as is exposing students or faculty to material and images that might be considered offensive.

All work submitted in this course for academic credit must be your own original work, the original work of the group of students cooperating in a project, and/or adhere to all relevant copyright and intellectual property ownership laws. You are all responsible for your own work, and while consultation and discussion of course topics with other students is encouraged, submitting another student's work as one's own - in whole or in part - will result in a zero for that assignment for all students involved. Additional penalty for violation of this policy could be extended to include failure of the class or other disciplinary action at the discretion of the instructor, the department, or Columbia College Chicago.

For more information on the use of copyright material please consult the following sources:

- Copyright and Fair Use - <http://fairuse.stanford.edu/>
- The U.S. Copyright Office - <http://www.copyright.gov/>
- Digital Millennium Copyright Act - <http://www.copyright.gov/legislation/dmca.pdf>
- Fair Use of Online Video - <http://tinyurl.com/5gw89s> (American University)

Attendance

Students are expected to attend every session and arrive on time, prepared for the class at the indicated start time. **It is the Interactive Arts and Media departmental policy that a student automatically fails the class upon their third unexcused absence. (You are out on the third strike.)**

Two late arrivals (after the beginning of class) equal one absence. Lateness of more than one-half hour is the equivalent of an unexcused absence. Students leaving class early are considered late for the amount of time missed. Students who do not get to class before mid-class break, or do not return after the break, will be marked as absent for that session. Medical and other emergency leave of absences follow a different policy. Please contact your instructor if such a situation arises.

Students are expected to maintain communication with their instructor regarding their presence in class. Maintaining communication with the instructor allows that instructor the option of marking an absence as excused, rather than unexcused, at his or her discretion. All communication regarding an absence or lateness should occur before the session in question. Contact information for the instructor is at the top of this syllabus.

An absent student is still responsible for turning in all required assignments on time, unless a prior arrangement is made with the instructor. The instructor may, at his or her discretion, require make-up work or assignments in the place of missed class work.

Course Evaluations

Evaluations for this course will open at 12:01 a.m. on Saturday, April 7, and will close at 11:59 p.m. on Sunday, April 29. You can access the online evaluation form through Oasis (<http://oasis.colum.edu>).

Students with Disabilities

Columbia College Chicago seeks to maintain a supportive academic environment for students with disabilities. Students who self-identify as having a disability should present their documentation to the Services for Students with Disabilities (SSD) office. After the documentation has been reviewed by the SSD office, a Columbia College accommodation letter will be provided to the student. Students are encouraged to present their Columbia accommodation letters to each instructor at the beginning of the semester so that accommodations can be arranged in a timely manner by the College, the department, or the faculty member, as appropriate. Accommodations will begin at the time the letter is presented. Students with disabilities who do not have accommodation letters should visit the office of Services for Students with Disabilities, Room 304 of the 623 S. Wabash building (312-369-8296).

Learning Center

The Learning Studio, located on the first floor at 618 S. Michigan, is an excellent resource for your academic progress and success. The Learning Studio provides tutoring from Accounting, from the Science and Math Learning Center, from the Foreign Languages Lab and from the Writing Center. Students who use the Learning Studio tend to get better grades, so I encourage you all to make the most of this opportunity. You can make an appointment through Oasis (using the "My Appointments" tab), call the Learning Studio at 312-369-8130, or drop in. Please visit the website at www.colum.edu/learningstudio for more information.

IAM Open Lab – Room 122

For lab hours and software inventory, see <http://iam.colum.edu/facilities/studios.aspx>

Spring 2012 Semester Schedule

Class	Date	Lecture/Class Topics	Homework
1	Thursday, Jan. 19	<ul style="list-style-type: none"> • Introduction to Course • Review syllabus • Intro/overview of XHTML • Page structure • Formatting text • Saving and viewing files 	<ul style="list-style-type: none"> • Assignment 1 – Text Formatting • Read <u>XHTML</u> – Introduction (pgs 13-22), Chapters 1, 2, 3, 4
2	Thursday, Jan. 26	<ul style="list-style-type: none"> • Discuss Assignment 1 • DOCTYPE declaration • Directory structure • Hyperlinks • FTP 	<ul style="list-style-type: none"> • Read <u>XHTML</u> – Chapters 6 • Read handout on design
3	Thursday, Feb. 2	<ul style="list-style-type: none"> • Navigation • Color • Type • Images • Discuss Project 1 	<ul style="list-style-type: none"> • Assignment 2 – Website Evaluation • Read <u>XHTML</u> – Chapters 5 • Project 1 comp due next week
4	Thursday, Feb. 9	<ul style="list-style-type: none"> • Quiz 1 • CSS overview • CSS text formatting • <u>Critique</u> Project 1 comp 	<ul style="list-style-type: none"> • Assignment 3 – CSS Text Formatting • Read <u>XHTML</u> – Chapters 8, 9, 10
5	Thursday, Feb. 16	<ul style="list-style-type: none"> • Standards and validation • CSS positioning 	<ul style="list-style-type: none"> • Assignment 4 – CSS Positioning (1) • Read <u>XHTML</u> – Chapter 11 • Study for Midterm Test
6	Thursday, Feb. 23	<ul style="list-style-type: none"> • Midterm Test • CSS positioning (continued) 	<ul style="list-style-type: none"> • Project 1 is due next class
7	Thursday, March 1	<ul style="list-style-type: none"> • Project 1 due • <u>Critique</u> of Project 1 • Discuss Project 2 • CSS positioning (continued) 	<ul style="list-style-type: none"> • Assignment 5 – CSS Positioning (2) • Project 2 flowcharts & proposals due next class
8	Thursday, March 8	<ul style="list-style-type: none"> • Mid-semester progress report • Image slideshows • View Project 2 proposals & flowcharts 	<ul style="list-style-type: none"> • Assignment 6 – Image slideshows • Project 2 comps due next week
9	Thursday, March 15	<ul style="list-style-type: none"> • <u>Critique</u> Project 2 comps • PHP 	<ul style="list-style-type: none"> • Assignment 7 – PHP

10	Thursday, March 22	<ul style="list-style-type: none"> Forms 	<ul style="list-style-type: none"> Assignment 8 – Forms Read <u>XHTML</u> – Chapter 17 Project 2 is due next class
***** SPRING BREAK - No School March 26 to March 30 *****			
11	Thursday, April 5	<ul style="list-style-type: none"> Project 2 due <u>Critique</u> of Project 2 Discuss Project 3 	<ul style="list-style-type: none"> Project 3 flowcharts & proposals due next class
12	Thursday, April 12	<ul style="list-style-type: none"> Quiz 2 View Project 3 proposals & flowcharts Designing for Handheld & Mobile devices 	<ul style="list-style-type: none"> Project 3 comps due next class
13	Thursday, April 19	<ul style="list-style-type: none"> <u>Critique</u> Project 3 comps Domain Names & Hosting 	<ul style="list-style-type: none"> Study for Final Exam
14	Thursday, April 26	<ul style="list-style-type: none"> Final Exam Class time to work on projects 	<ul style="list-style-type: none"> Project 3 due next class
15	Thursday, May 3	<ul style="list-style-type: none"> Project 3 due <u>Critique</u> of Project 3 	<ul style="list-style-type: none"> n/a

NOTE: This syllabus is subject to change as the course proceeds. You will be notified of any and all changes.

NOTE: A copy of this syllabus is available electronically in the section for this class in the Oasis online portal. (<http://oasis.colum.edu>)