

IMD100

Course Syllabus

Course Title: Fundamentals of Interactive Design
Course Code/Section: IMD100 Section A

Course Description: The course introduces students to the history, trends, terminology, and concepts in the field of interactive design. Through materials presented in the course, students become familiar with the roles and responsibilities of people working in the field, professional organizations, and significant organizations. Students are also introduced to the basic concepts and tools for developing interactive media applications.

Core Course Competencies:

1. Describe the origins and the developments in the field of interactive media design
2. Distinguish the features of various interactive media design delivery platforms (web site, CD-ROM, DVD, kiosk, hand-held device, etc.)
3. List the primary tools and technologies of the interactive media industry
4. Describe the stages in the development of a web site
5. Define the terms of the interactive design industry
6. List and describe the professional roles in the industry
7. Relate the concept of target population to an interactive design project
8. Define the mission of various web sites
9. Apply interactive design principles to an interactive design project (web site)
10. Describe the basic interactive design principles
11. Identify and use basic HTML tags to construct a web site
12. Upload files to a web server using FTP software
13. List the steps for registering a domain name and purchasing web server space

Student Evaluation/Methods of Assessment

The Web Site, pre and post planning has been divided into the following projects for grading purposes

Web Site

- 12% Project 1 – Proposal, Creative Brief Complete Process Book (main book due week five, credits due week nine)
- 48% Project 2 – Web Site, Presentation and Files

Assignments / Tests

- 20% In class assignments, urls, research, critiques, homework, stages of completion for the website
- 20% Final Test

Estimated Homework Hours: 8 - 10 hours per week

Grading: You need to filled out and sign the student information form. Grading details for all assignments and projects will be listed on this form.

A	100 to 92	C	77.9 to 72	PLEASE READ ALL THE GRADING INFORMATION (from the student information form) AND ASSIGNMENT AND PROJECT REQUIREMENTS (from the class packets and handouts) CAREFULLY
A-	91.9 to 90	C-	71.9 - 70	
B+	89.9 to 88	D+	69.9 - 67	
B	87.9 to 82	D	66.9 - 60	
B-	81.9 to 80			

C+	78-79.9	F	59.9 and below
----	---------	---	----------------

Pa ssword:

Students are required to have the password for their school email and server space by the second week of class

Ma te rials & Sup plies: You will need the following tools & ma te rials for this course.

- Two drives to store all class work (One of the drive should be use as a back-up at all time)
- Binder, Writing Paper and Drawing Paper
- Plastic Sleeves
- Separators
- Pen and Pencil
- 1 envelope 9 x 12

Attendance in this class is required. You are expected to come to class prepared, arrive on-time, submit your homework when expected, and stay for the entire class. The WDIM department has adopted a new attendance policy beginning in Fall 2008. For all of your IMD courses, instead of being withdrawn from a course for exceeding the allowed number of absences, your FINAL COURSE GRADE will be reduced each time you are tardy or absent from a class. Each time you are 1 (minute) or more minutes late to class (tardy), you will lose 1 (one) percent from your grade. Each time you are absent from class, you will lose 3 (three) percent from your grade. In example, if you are tardy to class 3 times and absent twice, you will lose a total of $(3 * 1) + (2 * 3) = 9$ points from your final course grade. If you had a 95% (A), this would reduce your grade to a 86% (B).

Tardy = 1 (one) minute or more late to class; 1 point (1%) deduction

Absent = Missing more than 1 (one) hour of the class; 3 point (3%) deduction

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Students are expected to stay for the entire class period and work on their process book. Students that leave class before the end of the class period will be marked absent.

Academic Dishonesty

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating;
2. Plagiarism;
3. Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved;
4. Submission of any work (full or partial) not actually produced by the student.
5. Submission of any work without clear acknowledgement (reference/c credit) of the original author or creator of the work.

Students may appeal in writing to the Dean of Academic Affairs. Students are encouraged to use the web site www.smarthinking.com for all written coursework. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

Class Policies

- Written Materials: All written materials unless otherwise specified must follow the MLA Guidelines as set forth in the MLA Handbook. A concise guide can be found in your kits. You must use MLA documentation for any and all

materials used that were obtained from another source. There are strict limitations on materials used from another source. Details of these limitations are provided in the Project handouts.

- Students are expected to act in a professional manner in all class situations. They are expected to treat other classmates and the instructor with respect, and to offer and take constructive criticism.
- During class students are expected to be working on the projects for this class. If a student is found to be either working on a project that is not part of this class requirements or surfing the web they will be marked absent.
- Devices such as phones, headphones, calculators, beeping watches, etc. are not to be used during class time. There will be no exceptions.
- All work submitted for a grade must be created by the student in its entirety. All web sites must be hand-coded. If any part of a site is constructed in a web authoring program you will receive an F for the entire site. Therefore, use of WYSIWIG software such as Microsoft Front Page, Macromedia Dreamweaver, or Adobe ImageReady, or other similar programs IS NOT PERMITTED.
- Written assignments and projects must be typed and should not contain any spelling or grammar errors. No handwritten assignments or projects will be accepted

Saving Work: Students are responsible for all of their work. Make at least two copies of your work and save it on two separate disks. Even if your work is erased from the school computers or becomes corrupted or lost you are still responsible for turning projects in on time.

Any work left on the school computers cannot be considered safe.

Work is more likely to become corrupted or lost when you are working between Macs and PCs.

Do not work from a disc, drive etc. Save your work to the desktop then copy the work to the disc or drive after you have completed the work.

Extensions: To avoid errors when saving files you need to turn the extensions on when using a PC:

PC WINDOW> MENU> TOOL> FOLDER OPTION> VIEW> unselect hide file extensions for known file types.

WEEK	CLASS	LECTURES	TESTS / EXERCISES	READINGS	DUE	HOMEWORK
IMD100	PROJECT 1: PROCESS BOOK PROJECT 2: PAPER: REVIEW WEBSITES PROJECT 3: WEBSITE Any changes to this schedule will be announced in class. You are required to bring the book : HTML, XHTML, & CSS Visual Quickstart Guide to every class .					
ONE	one	Introduction to class Introduction to main project and proposal XHTML: p, br, headers, blockquote, 		Readings below are not necessarily in the order that the material is presented FOUNDATION OF A WEB PAGE 62 head 62 body 63 title 65 headers	Forms	Practice writing code
	two	Links CSS – Linked Introduce Text Fonts and styles Introduce Creative Brief Principles of Design, Principles of Interactive.	Code and CSS Ex: Reproduced page with code from last class.	66 paragraphs 66 non breaking space 70 breaks 71 comments FORMATTING TEXT 66 paragraphs 66 non breaking space 70 breaks 71 comments	Project Topic selection	Research topic for Main Project PROJECT3: Proposal
TWO	one	CSS more details The Box Position: Absolute and Main Project Selection Links	Code and CSS Questions based on previous material	66 paragraphs 66 non breaking space 70 breaks 71 comments		Create a portal page (does not need to be designed) PROJECT3: Proposal
	two	FTP Set-up server (portal placeholder pages and folder IMD100) Links Introduce review of	Set-up server Test links	DIVISIONS 68 div 69 span 67 id 67 class	Portal Page & Placeholder pages on server PROJECT3: Proposal	CSS and xhtml
THREE	one	Introduce Images Vector vs Raster Online formats Introduce Photoshop – Page 1 Introduce Meta tags Introduce Nav maps and Wireframes	Set-up site: test links Questions	IMAGES 104 image tag 105 alternate text 109 links on images 110 float should use in CSS 130 image maps		CSS and xhtml Research well designed web sites – Web
	two	Intro: web site: presentation & paper project Types of site (social, CMS etc.) Registering Domain Name Image map	Ex: Reproduce layout of web page Absolute position Questions		Creative Brief	Creative Brief PROJECT3: 1 st page with Banner Research
FOUR	one	History of The Internet	Questions		URLS Web site for	Research

	two	Critique 1 st page			review	
FIVE	one	Work on First and Second page of Main Project	Reproduce web page with text floating around an image Questions	LINKS 118 Regular & Absolute 120 Anchors 122 Targeting specific window		Web site
	two	Critique PROJECT 3: two pages		130 Image maps 109 Links on images	Page 1 banner reworked	Web site
SIX	one	Introduce Tables Start to Present PROJECT 2: Introduce Gallery pages	PROJECT 3: Rework pages	STYLES 151 internal style sheet	2 nd page on server	Web site Start validating all pages
	two	Work on Gallery pages PROJECT 2: Presentations	PROJECT 3:	134 rule		Web site validating all pages
SEVEN	one	W3c Validation Careers in Web	Validate pages	135 selectors 137 selecting by class or id		Web site validating all pages
	two	Critique Additional Pages	PROJECT 3:	141 for linked text	PROJECT 3 Additional page W3C Validation	Web site validating all pages
EIGHT	one	Introduce Credits page Various Platforms CD, DVD, SCREEN, PRINT	PROJECT 3: Validate pages Rework all pages Tables	TABLES 217 simple	PROJECT 3: page with table W3c Validation	Web page credits Process Book credits MLA
	two	Continue to work on site	PROJECT 3:	220 measurements 226 aligning cell content		
NINE	one	Review for test	PROJECT 3:	228 background 230 cellpadding and cellspacing	Book Credits MLA site Credits	Web site validating all pages
	two	PROJECT 2: Presentations	PROJECT 3:	232 colspan (column span)		Web site validating all pages
TEN	one	Test	Notes for site presentation	233 rowspan		
	two	Presentation & Critique Turn-in all work			MUST BE ON SERVER AND LINKED TO PORTAL PAGE Portal Page (does not need to be designed) Entire Process Book (including credits) Entire Web Site – If incomplete student cannot pass the course W3c for all web pages (combined into one pdf)	
ELEVEN	Students that do not attend scheduled classes in the 11 th week will not pass the course Students that do not turn-in and have uploaded online on time their final project will not pass the course. Incomplete projects that do not meet the requirements will not be accepted for a grade.					