

**Syllabus for
INT 200 – Interactive Media/Web Design
Fall 2014**

I. COURSE DESCRIPTION

This course is designed to provide the student with a basic understanding of Interactive Media and Web site Design.

Students are expected to be familiar with Interactive Media and Web Design applications. Students produce project from a 2D digital image, the use of DSLR camera and basic Photoshop, Illustrator, and InDesign to interactive media system in Flash and basic web design principles and techniques in Dreamweaver.

II. COURSE GOALS

Through demonstration, lectures, workshop and studio time, the student will learn the basic tools and techniques used by professionals in image editing, layout skills, and web design. The students will gain basic understanding with the various tips and tricks in industry-standard Web authoring and digital interactive media applications while using a variety of software.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course, the student will be able to do the following:

- A. Understand the basic techniques of software and use them to communicate stories through images in Interactive Media and Web.
- B. Develop a working knowledge of DSLR camera, Adobe Photoshop, Illustrator, InDesign, Flash and Dreamweaver.
- C. Develop a working knowledge of digital imaging workflow from planning, capture, editing, organizing and archiving to distribution in online.
- D. Use visual composition principles to design project
- E. Create a photojournalistic project that expresses a predetermined story.
- F. Explain the elements of website structure, coding and interactivity.
- G. Use correct terminology of jpeg, png, gif, raw, bmp, tiff, PSD, Ai, eps, indd, PDF, swf, Flash, mp4, avi, mov, mpeg, mpg, action script, FTP, plug-in, post types, taxonomies, widgets, indexes, navigation, CMS, WordPress, Wix, HTM, HTML, XHTML, HTML 5, Javascript, Ajax, CSS, jQuery, SQL, PHP, database, metadata.
- H. Develop, research and produce a professional website.

1. Create and manipulate digital images and text using Adobe Photoshop, Illustrator and InDesign.
2. Build small HTML5 included jpeg, png, pdf, swf, mov, WordPress, Flash, CSS, Javascripts, jQuery, MySQL, Php, database.
3. Identify, describe and discuss the key elements of website design.
4. Use web template and open sources efficiently by using Dreamweaver,
5. Plan, test, and execute website design.
6. Integrate multimedia using Adobe Flash.
7. Improve overall usability by adjusting and fixing the code
8. Set a database and upload pages into a FTP server.
9. Able to manage the content in the Content Management System.
10. Basic knowledge of the visual and interactive possibilities of a web design.
11. Apply basic skill to develop advanced web-based design solution.
12. Discuss current technological trends and relate them to a Christian world view.

IV. TEXTBOOK AND OTHER LEARNING RESOURCES

A. Required Materials

1. Textbook – None required
2. Digital storage media device

B. Optional Materials

1. Recommended Textbook –

- Williams, B., and Damstra, D. (2013). *Professional WordPress: Design and Development*, Second Edition. Wiley and Sons, Inc.: Indianapolis, IN
- Ted Padova, Kelly L. Murdock. (2010) *Adobe Creative Suite Bible 5*, First Edition. Wiley.
- Jennifer Tidwell. (2011) *Designing Interfaces*, Second Edition. O'Reilly Media.
- Jessica Helfand. (2001) *Screen, Essays on Graphic Design, New Media and Visual Culture*, First Edition, Princeton Architectural Press
- Jeffery Veen. (2000) *The Art and Science of Web Design*, First Edition, New Riders Publishing
- Jeffery Zeldman. (2003) *Designing With Web Standards*, First Edition, New Riders Publishing
- James Kalbach. (2007) *Designing Web Navigation*, First Edition, O'Reilly Media.
- Rosenfeld and Morville. (2006) *Information Architecture for the World Wide Web*, Third Edition, O'Reilly Media.
- Mullet and Sano, (1994) *Designing Visual Interfaces: Communication Oriented Techniques*, Sun Microsystems, Inc, Sunsoft Press/Prentice Hall
- Viviana Cordova. (2012) *Web Typography: A Handbook for Graphic Designers*, First Edition, Create Space Independent Publishing Platform

Barrett, Levinson, Lisanti. (2001) *The MIT Guide to teaching Web Site Design (Technical Communication, Multimedia, and Information Systems)*, MIT Press

2. Optional/Recommended Materials

DSLR Camera

Personal Domain with a server

Sketchbook for daily use; materials for compiling process

Extra Digital storage media device(s)

Presentation Supplies

V. POLICIES AND PROCEDURES

A. University Policies and Procedures

1. Attendance at each class or laboratory is mandatory at Oral Roberts University. Excessive absences can reduce a student's grade or deny credit for the course.
2. Students taking a late exam because of an unauthorized absence are charged a late exam fee.
3. Students and faculty at Oral Roberts University must adhere to all laws addressing the ethical use of others' materials, whether it is in the form of print, electronic, video, multimedia, or computer software. Plagiarism and other forms of cheating involve both lying and stealing and are violations of ORU's Honor Code: "I will not cheat or plagiarize; I will do my own academic work and will not inappropriately collaborate with other students on assignments." Plagiarism is usually defined as copying someone else's ideas, words, or sentence structure and submitting them as one's own. Other forms of academic dishonesty include (but are not limited to) the following:
 - a. Submitting another's work as one's own or colluding with someone else and submitting that work as though it were his or hers;
 - b. Failing to meet group assignment or project requirements while claiming to have done so;
 - c. Failing to cite sources used in a paper;
 - d. Creating results for experiments, observations, interviews, or projects that were not done;
 - e. Receiving or giving unauthorized help on assignments.By submitting an assignment in any form, the student gives permission for the assignment to be checked for plagiarism, either by submitting the work for electronic verification or by other means. Penalties for any of the above infractions may result in disciplinary action including failing the assignment or failing the course or expulsion from the University, as determined by department and University guidelines.
4. Final exams cannot be given before their scheduled times. Students need to check the final exam schedule before planning return flights or other events at the end of the semester.
5. Students are to be in compliance with University, school, and departmental policies regarding the Whole Person Assessment requirements. Students should consult the Whole Person Assessment

handbooks for requirements regarding general education and the students' majors.

- a. The penalty for not submitting electronically or for incorrectly submitting an artifact is a zero for that assignment.
- b. By submitting an assignment, the student gives permission for the assignment to be assessed electronically.

B. Department Policies and Procedures

1. **Attendance**—At Oral Roberts University, students are expected to attend all classes. Understanding that there are sometimes unavoidable circumstances that prevent perfect attendance, each student is allowed to miss class the number of times per week a class meets. This allowance is for illness, personal business, and personal emergency. Students may consider this personal days or sick leave. If a student has absences in excess of this number, the earned grade for the course will be reduced one letter grade for each hour's absence above those allowed. A student missing class due to illness must take an unexcused absence. Extended illnesses are handled on an individual basis and require a doctor's excuse.
2. **Administratively Excused Absences**—Students who must miss class for University sponsored activities must follow these procedures:
 - a. Inform the professor before the event.
 - b. Arrange to complete missed work within one week.
 - c. Not commit to class performances (oral reports, speeches, television tapings, group presentations, etc.) on a date the student will be gone. Makeup work is not permitted if the student voluntarily commits to a performance on the date of an administratively excused absence.
 - d. Present an excuse, signed by the Dean of Arts and Cultural Studies, the day the student returns.
3. **Tardies**—Tardies are an inconvenience to the other class members and the professor, and they prevent the late student from obtaining maximum value from the class. Therefore, tardies are calculated in the attendance provision for this course. Three tardies equal one absence and are included in the absences when determining the course grade. It is to the student's advantage to make sure that the professor is informed immediately following the close of the class that the student was tardy and not absent. It is not the professor's responsibility to stop the class to mark the student late; the student is the one responsible to convey that information following that class. Students should not expect to be credible the following class session concerning a late arrival on a previous day.
4. **Late Work**—The student is responsible for obtaining class assignments and material covered during an absence. All work must be completed as scheduled. An absence is not an excuse for turning in late work or for being unprepared with assignments for the class following the absence. If late work is accepted, a substantial penalty will be assessed.
5. **Literacy**—The Communication, Arts, and Media Department does not accept for credit any written assignment that contains more than an

- average of three grammatical and/or typographical errors per page.
6. **Whole Person Assessment**—Refer to the Communication, Arts, and Media WPA handbook for policies at (<http://oru.edu>), click on **Academics**, then **WPA**, then **Department Resources**, then **CAM Handbook HTML**.
- C. Course Policies and Procedures
1. Evaluation Procedures
 - a. Exams—Each student takes two unit exams and a final. Exams comprise 50% of the final grade for the course.
 - b. Projects—Each student completes a semester project. Most projects are practical in nature and directly involve application of class material. The project comprises 50% of the final grade for the course.
 - c. Literacy—Since 1976, it has been University policy for instructors not to accept for credit any written papers that contain 10 or more grammatical errors in 3 or 4 pages of text (or a proportionally smaller number in shorter papers).
 2. Whole Person Assessment Requirements: none
 3. Attendance Policies and Procedures
 - a. Double cuts are assessed for absences immediately preceding or following breaks or holidays.
 - b. Since many of the objectives in classes in Communication Arts depend upon performance, discussion, and evaluation, satisfactory work is impossible without regular attendance. Any absences above the number of sessions the class meets per week results in a letter grade cut from the final grade for the course.
 - c. **Administratively Excused Absences**—Students who at the University’s request must miss classes for University-sponsored activities (such as athletics, musical performances, forensics, television tapings, and Laymen’s Seminars) receive administratively excused absences. Such absences permit the student to make up missed work within a reasonable length of time and according to reasonable stipulations without penalty. Accordingly, students absent for reasons that are administratively excused shall conform to the following procedures so that they can make up missed sessions without penalty,
 - (1) Inform the professor by signed official excuse form of the absence before its occurrence. Such notification is the student’s responsibility and failure to provide it may forfeit the right to make up missed work.
 - (2) Arrange to complete either the missed work or an appropriate alternative assignment recommended by the instructor. For example, some quizzes cannot be made up. An alternative might be to read and write a brief report on an extra chapter of collateral material.
 - (3) Complete all make-up materials within the time specified by the instructor. Normally, no make-up work will be accepted after 14 days unless prior arrangement with the instructor.
 - (4) For absences which are scheduled in advance (for example, athletics, etc.) the schedule of which is available to the

student and he has reason to expect his absence will be required for an event, no make-up will be permitted if he voluntarily commits himself to a performance on a specific date (such as for oral reports, speeches, television tapings, etc.) Such assignments for obvious reasons cannot be rescheduled at the student's convenience, nor can written or reading assignments be substituted for them.

- (5) For absences that are voluntary commitments by the student (e.g., agree to work on television taping crews), the student is expected to decline such commitments that interfere with in-class performances (e.g., speeches, group oral reports, etc.), which must follow a prepared schedule.

4. Examination Policies and Procedures

1. **Test Outs**—Students with exceptional background in this subject are encouraged to achieve credit for the course by examination. Interested students should first study the University policy regarding test out procedures in the current University catalog. Information regarding this specific course may be acquired from the professor or the departmental secretary.
2. **Late Examinations**—The policy of the Communication, Arts, and Media Department on late examinations is the policy adopted by the University for all undergraduate programs. A student wishing to take an examination late (none can ever be given early) or to make up a missed examination, must secure the approval of his instructor and the department chair in advance of the exam hour, or if prevented by emergency situations, as soon thereafter as possible. Upon securing the needed approvals and the payment of a late test fee to the Student Accounts Office, the student may make up the examination. The necessary approval forms are available from the Registrar.

VI. COURSE CALENDAR

week

1. Introduction class
2. Introduction of lateral thinking of the Interactive Media and Web Design
3. DSLR Camera: Basic tool of Image capturing Exercise
4. Digital Media: Basic Computer Tools
5. Photoshop: Pixel Based Image Study
6. Illustrator: Vector Based Image Study
7. InDesign: Typography and Layout Design
8. Flash: Time-based frame work with action Script
9. Flash: Convert and rendering file to export
10. Dreamweaver: HTML
11. Dreamweaver: Wordpress and MySql
12. Dreamweaver: Site Architecture
13. Dreamweaver: Code and Java
14. Dreamweaver: FTP and CMS
15. Presentation of Finishing Website

Course Inventory for ORU's Student Learning Outcomes

INT 200—Interactive Media/Web Design Fall 2014

This course contributes to the ORU student learning outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

No Contribution – Does not address the outcome.

The Student Learning Glossary at <http://ir.oru.edu/doc/glossary.pdf> defines each outcome and each of the proficiencies/capacities.

OUTCOMES & Proficiencies/Capacities		Significant Contribution	Moderate Contribution	Minimal Contribution	No Contribution
1	Outcome #1 – Spiritually Alive Proficiencies/Capacities				
1A	Biblical knowledge				X
1B	Sensitivity to the Holy Spirit			X	
1C	Evangelistic capability		X		
1D	Ethical behavior				X
2	Outcome #2 – Intellectually Alert Proficiencies/Capacities				
2A	Critical thinking	X			
2B	Information literacy	X			
2C	Global & historical perspectives			X	
2D	Aesthetic appreciation	X			
2E	Intellectual creativity	X			
3	Outcome #3 – Physically Disciplined Proficiencies/Capacities				
3A	Healthy lifestyle				X
3B	Physically disciplined lifestyle				X
4	Outcome #4 – Socially Adept Proficiencies/Capacities				
4A	Communication skills	X			
4B	Interpersonal skills			X	
4C	Appreciation of cultural & linguistic differences		X		
4D	Responsible citizenship			X	
4E	Leadership capacity		X		