Syllabus for
INT 201—Intro to Interactive Media
3 Credit Hours
Spring 2013

I.   COURSE DESCRIPTION

Introduces students to interactive media communication technologies. Concepts include
development for web, disc, mobile devices and other common formats. Students will create a final
project to demonstrate a basic knowledge of processes required by multimedia, multi-format, multi-
sensory interactive designs.
Prerequisites: none.
Course fee: $40 and two $10 one month online learning tutorial fee ($20 Total) paid directly to
Lynda.com

II. COURSE GOALS

A.   Students will gain an overview of new technologies and be able to describe future trends
     based on current developments in media communications.

B.   Students will learn principles of interactive design and be able to apply them to a variety
     of applications.

C.   Students will obtain competency in professional tools to create their interactive designs.

III. STUDENT LEARNING OUTCOMES FOR THIS COURSE

A.   Terminal Objectives
     As a result of successfully completing this course, students will be able to do the following:
     1.   Describe and evaluate computer based interactive products based on accepted best
          practices.
     2.   Create a web-based interactive product that conforms to good interactive design
          principles
     3.   Recognize and discuss trends in interactive technologies and their impact on business
          and culture.
     4.   Complete the components and procedures of creating web-based interactive media.

B.   Unit Objectives
     As a result of successfully completing this unit, the student will be able to do the following:
     1.   Design a website designed for a specific purpose and audience.
     2.   Create and manipulate digital images using Adobe Photoshop.
     3.   Create an organizational mind map.
     4.   Use Photoshop to prepair a web-based interface.
     5.   Use Dreamweaver to create interactive navigation.
     6.   Integrate multimedia including simple animations and buttons built in Adobe Flash.
     7.   Critique the design of a website and explain useful revisions.
     8.   Publish a website on the Internet.
     9.   Understand and use professional web templates efficiently.
     10. Discuss current technological trends and relate them to a Christian world view.

11. Share and receive verbal and written criticism for various interactive designs.
12. Complete interactive design exercises in a group setting.

IV. TEXTBOOKS AND OTHER LEARNING RESOURCES

A. Required Materials
Textbooks
1. Adobe Photoshop CS5 Classroom in a Book. ISBN #9780321701763
2. Castro, E., B. Hyslop. (7th Edition). <u>HTML5 & CSS3 Visual quickstart guide</u>. Peachpit Press: Berkeley. ISBN #13: 9780321719614
3. Sabin-Wilson. (2011). <u>Wordpress all-in-one for dummies.</u> New York: Wiley ISBN #9780470877012
Other Materials
One 8 GB (or larger) USB thumb drive.

B. Optional Materials
1. Online resources, tutorials, and examples will be provided during the class.
2. On-line tutorials through Lynda.com or other services.

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' major.
   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 Sciences, 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
　　　　Grades result from the evaluation of 5 projects and a final exam. The projects are broken up into 30 smaller assignments that each contribute a distinct point value. Each project comprises a percentage of the semester's total points as follows: Website – 42%, Photoshop learning – 20%, Group project – 13%, Future technology – 6%, Flash element – 5%, and the final exam is worth 14%. Extra credit opportunities are available to increase the student's point accumulation.
　　2. Whole Person Assessment Requirements: None
　　3. Other Policies and/or Procedures
　　　　Any examination not taken at the scheduled time due to an excused absence must be made up at a time arranged with or by the instructor. Generally, tests missed for an unexcused absence cannot be made up. The University's $15.00 late-test fee must be paid in advance.

VI. COURSE CALENDAR—Subject to change

	Class Session
Introduction and Orientation	1 & 2
Photoshop_1 WORK AREA	3
PS_2 PHOTOS	4
PS_3 SELCTIONS	5
PS_4 LAYERS	6
PS_5 MASK_CHANNELS	7
PS_6 PHOTOS	8
PS_7 TYPE	9
PS_8 VECTORS_VSN	10
PS_9 LAYERS	11
PS_10 COMPOSITS	12
Mac OS Shortcuts test	13
PS_11 WEB	14
PS_12 3D	15
PS_13 SCI IMAGES	16
PS_14 PRINTING	17
Flash	18
PS SHORTCT Dreamweaver _1 Quickstart	19
MIDTERM DW_2 - STYLESHEETS	20
Dreamweaver_3 - TXT, LIST, TABLE	21
DW_4 - IMAGES	22
DW_5 - NAVIGATE	23
DW_6 - INTERACT.	24
Project Planning	25
No assignment	26
DW_7 - LAYOUT	27
DW_8 - FORMS	28
No assignment	29
DW_9 - FLASH TEST - CHAPS 1-5	30
Student Research Presentations	31

Course Inventory for ORU's Student Learning Outcomes

INT 201—Intro to Interactive Media
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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		