

Spring Quarter 2009 Syllabus

Course # Course Name:	IM1480 Fundamentals of Interactive Design
Meeting Times and Location:	M/W, 8am–11am (with appropriate breaks), Room P108, Pence building.
Instructor Name & Contact Information:	Tim Armato 612-656-6996 tarmato@aii.edu My mailbox is in room 341, in the cubby under my last name.
Office Hours:	Mondays, 2–3pm, Tuesdays 4–5pm, Room 329 in the LaSalle building. Please email me if you would like to set up a meeting time outside of the posted hours.
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. (Prereq. GD1400 - Computer Applications)
Course Length:	11 Weeks
Instructional Contact Hours:	60 (20-lecture, 40-lab)
Credit Value:	4 Quarter Credits
Course Competencies:	<ol style="list-style-type: none">1. Apply interactive design principles to an interactive design project (web site)<ul style="list-style-type: none">•Develop a basic interactive design project2. Identify properties of various delivery platforms3. Create, capture, manipulate, and edit images using digital processes4. Perform basic Internet function5. Explain the principles of interactive design<ul style="list-style-type: none">•Relate the concept of target population to an interactive design project•Define the mission of various web sites•Conduct research for content of a web site•Describe navigation structure of various web sites
Required Materials:	Sketchbook and folder. Personal storage media*: USB Flash drive (>=512MB) or portable hard drive. CD-R or CD-RW recommended. * Do not rely on the lab hard drives or network drives for long-term storage!
Technology Needed:	Macintosh computer with a text editor, a FTP client, the Firefox web browser, Adobe Creative Suite 3 (Illustrator, Photoshop, Dreamweaver, Flash). Storage media (see Materials and Supplies above), AIM email account.
Instructional Methods &	This course will challenge you to develop professionally-relevant knowledge and skills.

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- Resources:** Course information will be presented in many forms, including lecture, class discussion, demonstration, case studies, simulations, field projects, and studio or lab projects. Students will use library and community resources, including research and reference materials, gallery exhibitions, industry events, and guest speakers. Materials can be obtained from other libraries using the interlibrary loan program.
- Estimated Homework Hours:** 4–6 hours per week MINIMUM, or whatever it takes. In addition to demonstrating basic competencies, students are graded on an individual basis and are expected to show improvement over their present ability. Though some students may be able to satisfy the minimum requirements of a project during class time, demonstrating improvement and thorough understanding of concepts will require additional effort and, therefore, additional time.

STUDENT EVALUATION AND GRADING

Successful professionals require a supportive environment. In-class discussions and/or critiques of other students' work and ideas is a chance to help each other grow as conceptual and critical thinkers.

Student Evaluation:	<i>Course Activities</i>	<i>Points Available</i>
	<p>HOMEWORK The Homework component of your grade is based on timely completion and quality of the given assignments. Presentation of your work and participation in peer evaluations constitutes 10% of a project's grade.</p> <p>Ten Assignments</p> <ul style="list-style-type: none"> Assignment Week 01–Basic HTML page Assignment Week 02–Hyperlink Bio Assignment Week 03–Image Optimization Assignment Week 04–Dreamweaver 101 Assignment Week 05–Midterm Site Proposal Assignment Week 06–Midterm Web Site Assignment Week 07–Flash Bouncing Ball Assignment Week 08–Four Seasons Proposal Assignment Week 10–Four Seasons Beta Test Assignment Week 11–The Four Seasons Flash Movie <p>Final Exam — multiple choice & short answer</p> <p>PARTICIPATION 3 pts per day Participation grades are a function of attendance, preparedness and work ethic. This course requires active involvement in critiques, in-class exercises, and other classroom activities that usually cannot be made-up if class is missed. You are required to participate in all in-class critiques (final presentations and work-in-progress critiques for each assignment). Participation points will be based on the following criteria: Tardies, each 15min (-0.25pts) each 60min (-1pt) Absent (-3pts) Failure to participate in critique or group discussion (-1pt) Failure to bring supplies to class (-2pts) Missing a field trip (-3pts)</p>	<p>10 points</p> <p>10 points</p> <p>10 points</p> <p>10 points</p> <p>10 points</p> <p>50 points</p> <p>10 points</p> <p>10 points</p> <p>50 points</p> <p>20 points</p> <p>60 points</p>

Points Distribution	GRADING SCALE	
Homework = 80%	A	100 – 93%
Participation = 20%	A-	92 – 90%
	B+	89 – 87%
	B	86 – 83%
	B-	82 – 80%
	C+	79 – 77%
	C	76 – 73%
	C-	72 – 70%
	D+	69 – 67%
	D	66 – 60%
	F	Below 60%

MILESTONE: This is a milestone course for Web Design & Interactive Media students. This means students must earn a final grade of C or better to pass.

The academic programs at Art Institutes International-Minnesota are designed to prepare you for your future career. Your future will be wrought with deadlines and time clocks, so this class will require real world punctuality. If you are absent or late for class, you may not be able to make up points associated with in-class activities, including quizzes, tests, presentations, and critiques. Tardy students are responsible for making their presence known to the instructor at an appropriate time. (See the Attendance Policy below for more information.)

Homework and other preparatory work must be done before class meets and is due immediately at the beginning of class, unless the instructor publishes other requirements.

A WORD ON DEADLINES - It is expected that your assignments will be completed on time. Submitting work after the due date is not an acceptable practice. There will be no late work accepted within IMD classes. Remember that work is due at the beginning of the class period unless otherwise noted. Late work will only be accepted with the following documented exceptions, but not limited to; medical emergency, death in the family or a documented learning disability which requires a time extension. All assignments must be completed in order to achieve a grade higher than C in the class. If a student has submitted work by the original deadline, revisions can be considered for further evaluation within one week of the original deadline. A project must be resubmitted in its entirety, and accompanied by an email explaining which project you have updated and what changes you have made. If I do not receive an email I will not re-evaluate your project.

Because group effort may be required, attendance is mandatory. Unexcused absences will result in a lower grade. Excused absences may be permitted, but students are expected to let the instructor know in advance. If you miss a particular class, it is also your responsibility to contact a peer (or peers) to get notes and any assigned work.

You may be evaluated individually and as a member of a team on a variety of learning experiences. Different testing methods afford you diverse opportunities to demonstrate your skills and knowledge, including field assignments, tests, presentations, papers, projects, quizzes and more. Final grades will be determined by scores on your individual assignments, assessments, and classroom participation. Your final grade may also be influenced by group-based activities.

If you disagree with a grade in this course, you may take these steps:

- Step 1. Make an appointment with me to discuss your situation. Bring your graded work, the assignment sheet and this syllabus to the meeting. If you feel the issue is not fully addressed, proceed to

- Step 2. Submit a written appeal to me, explaining why you believe your grade is wrong. You should justify your opinion with information from the assignment sheet and/or syllabus. If you feel the issue is not fully addressed, proceed to
- Step 3. Make an appointment to discuss your concerns with your Academic Director. If you feel the issue is not fully addressed, proceed to
- Step 4. Submit a written account to the Dean of Academic Affairs. The written account should indicate your name, phone number, and ID#, and discuss the steps you have taken to remedy the situation. The Dean may convene an appeals committee. Be prepared to produce your graded work, the assignment sheet and this syllabus.

ACADEMIC POLICIES

Discrimination Policy

It is AI Minnesota policy not to discriminate against qualified students with documented disabilities in its educational programs, activities, or services. If you have a disability-related need for adjustments or other accommodations in this class, please contact Becky Lothe, 612-656-6866, rlothe@aii.edu, or visit Becky in Pence room 209. Any accommodations will be authorized by Becky—no exceptions.

Attendance

Regular, on-time attendance is both courteous and professional. The Art Institutes International Minnesota expects students to demonstrate professionalism by attending all classes as scheduled, arriving on time, and remaining for the full duration of the class. Outside employment should not be scheduled during class hours.

Students should be aware that even if there is no “attendance” grade per se for a class, it is difficult to succeed in class without regular, on-time attendance. Individual faculty may determine the impact, if any, of absences on grades. The Art Institutes International Minnesota supports the attendance policy for each class as it is described in the syllabus. The full AiM attendance policy is found in the Student Handbook.

Academic Dishonesty

At the Art Institutes International Minnesota, plagiarism is a cumulative offense; each act of plagiarism is documented in the student’s academic record until degree completion. Violations of this policy will be handled in accordance with the disciplinary procedures outlines in the Student Code of Conduct Policy.

Examples of plagiarism include paraphrasing an original document or piece(s) of an original document and not citing the original author’s name and publishing year, using direct quotes from an original document and not citing the original author’s name and year, and using written documents, still or moving images, original ideas, research information, audio samples and music clips, and failing to cite the original author’s name and publishing year.

Cheating is the action to deceive or alter the perception regarding the author or originator of student work and is a violation of the Student Code of Conduct. Cheating includes the duplication of written or electronic assignments, exams or documents either in whole or in part and submitted as an original piece of work; the exchange of answers with others either giving answers or receiving answers during an in-class assignment, test or exam, or take-home assignment or exam.

Typical disciplinary sanctions for a first offense of plagiarism or cheating includes automatic failure of the assignment/exam with no opportunity to re-do or make up the plagiarized/cheating work. Sanctions for the second offense include automatic failure of the course. Subsequent incidents will result in dismissal from the school. [From the 2008/09 AiM Student Handbook section on Academic Integrity, beginning on page 35.]

CLASSROOM COURTESIES AND PROFESSIONAL EXPECTATIONS

Collaboration and Communication

The learning environment should provide a business-like approach to getting the job done, so any behavior that would be deemed as inappropriate for the typical work environment will put the student at risk. Examples include disrespectful language, passive-aggressive behavior, lack of commitment to personal or team success, and any other behaviors that disrupt the learning environment for other students. Additionally each team member is responsible for the academic integrity of the group.

YOU MUST USE YOUR SCHOOL EMAIL ACCOUNT, or forward your school email to another personal account. You must be able to accept and respond to email on a daily basis.

Academic Resources

YOU ARE ACCOUNTABLE FOR REQUIRED ACADEMIC SKILLS. Successful students possess course-appropriate reading comprehension, critical thinking, research, writing, presentation, and communication skills. If you or your instructor determine that you have a need for additional resources beyond those offered in class, there are several options available to you.

- **The Academic Achievement Center** is located in room 320 (across from the Academic Advising office). The Academic Achievement Center houses peer tutors in program areas and general education.
- **The Interior Design Skills Center** houses Interior Design peer tutors and general education. The Skills Center is located in room 011, in the basement of the LaSalle building.

Peer tutors assist students with subject/content area academic support, as well as, study skills and organizational tips. Peer tutors are current AIM students in good academic standing-(a CGPA of 3.5) with a desire to assist others in their academic progress. All peer tutors receive mandatory tutor training.

Students (tutees) who seek academic support may visit each of the centers to receive tutoring assistance in a wide variety of subject areas. Each tutor schedule (located outside of the center door) identifies the tutor and their specific areas of expertise. Some Peer tutors also serve as Teaching Assistants, where their role is to work alongside an instructor during lab/group hours of a class.

- **Academic Advising** is located in room 316 in the LaSalle building. Academic Advisors are available to assist you in identifying areas or patterns of academic weaknesses, and to put into place any support resources a student may need.

You are also responsible for executing tutorial recommendations made by your instructors.

Remember, your instructors and Academic staff are here to help you find the resources you need.

- **The Library** is located on the second floor in the LaSalle building. The library is open 79 hours per week and is currently processing an average of 5,000 circulation transactions per month. The collection is comprised of books, newspapers, journals and magazines, videos, DVDs, and CDs that support the curricula. The collection currently numbers over 23,000 volumes with and an additional 189 periodical subscriptions. Materials also include royalty-free music/sound effect CDs, art history and interior design slides, and copies of computer software manuals utilized within the College. Textbooks and reserve materials are available for in-house use, and many academic and industry databases are available, including WilsonWeb, Proquest, AccuNet / AP, Gettyimages, Electronic Library for Minnesota, Grove Art Online, Hoover's Online and Oxford Reference Online.

Student Life

The Student Affairs Office is located in room 209 in the Pence building. There you can find information, services and program that can help you to extend and integrate academic content and life experiences.

Community Resources

This course will engage community resources, including local libraries, galleries, exhibitions, guest speakers and industry tours. Your active participation is important and expected.

ATTENDANCE

Regular attendance is an important component of academic and professional success. Arriving late and leaving early are recorded and will affect your participation grade. If you arrive after I have taken attendance, it is your responsibility to make your presence known to me at an appropriate time.

ABSENCE

If you must be absent from class, it is your responsibility to find out what information you missed. You can get this either from your classmates or from the instructor in-person; I will not discuss missed class materials via email. Assignment sheets and other handouts will be available on the class website <http://tma362.aisites.com>. I will excuse absences only with a doctor's note, or in the case of a family emergency. Students missing 12 consecutive hours of class will be withdrawn from the class. Generally, students missing more than 15 hours over-all will be at serious risk of failing the class. It is the student's responsibility to keep track of their attendance.

PHONES

All phones and other mobile devices must be turned off before class begins. It's that simple.

FOOD & DRINK

Beverages & food are not allowed in the computer labs.

BACKUP & STORAGE

"If it's not in 3 places, it doesn't exist!" You are responsible for keeping current copies of all work; both in-progress and completed. Lost or damaged work will not result in any special treatment. The best policy is to back up your work early and often on CD-Rs or other reliable media. Do not rely on the network drives as your only backup or for permanent storage; they are only for temporary use. For additional information, see handout on storage and backups available from The Cage.

Never work directly on the network drives! Copy your files to the local hard drive (Student Drive) before opening them.

Weekly Course Schedule

This schedule is subject to change! Assignments are also available on-line at <http://tma362.aisites.com>

You are expected to visit this site regularly for up-to-date course info.

Week 1

Session 1 (April 6, 2009): Introductions, syllabus review, and Introduction to HTML

Session 2 (April 8, 2009): Create a basic HTML page. Save it as index.html. Upload the file to your OLS account with the web-based interface. This is your home page and will be the portal to all of the future assignments.

Week 2

Session 1 (April 13, 2009): Web site creation. Assignment: Hyperlink Bio

Interview a partner as a journalist writing a brief biographical summary. Type the paragraph in Microsoft Word. You will make two versions of this for your web site:

a) save the document as a web page from Word

b) paste the text into an HTML document that you create from-scratch

In each version you must have a relative link, and an absolute link in the text of the bio. Each page must also be titled appropriately using the HTML title tag.

Session 2 (April 15, 2009): Continue HTML and Dreamweaver presentation and discussion. Continue work on Hyperlink Assignment.

Week 3

Session 1 (April 20, 2009): Explore the multitude of options available for creating a web-optimized image file.

Session 2 (April 22, 2009): Compare the qualities and capabilities of the .JPG, .GIF and .PNG file formats by saving both a photographic image, and a graphic image in each format with a variety of different settings. Assignment: Create a web page that uses tables to display the resulting images.

Week 4

Session 1 (April 27, 2009): Lecture and discussion on Dreamweaver. Make sure you have a current copy of your OLS web site on the local Student Drive. Create a site definition in Dreamweaver.

Session 2 (April 29, 2009): Assignment: Create a site definition in Dreamweaver. Build a four-page web site that presents the names and flags of countries you are considering for your World Almanac. Add a sentence or two to your web page explaining what you learned.

Week 5

Session 1 (May 4, 2009): Assignment 05: Midterm Site Proposal

This assignment is to create a proposal for Assignment 06. Begin organizing your thoughts and doing some brief preliminary research so you have an idea of the amount of content you will be dealing with. You must also map out your website-to-be.

Session 2 (May 6, 2009): Assignment: Create a web page containing:

-optimized image of your site map (including file names of all necessary html files)

-brief description of the content that will be on each page
-meaningful page titles

Week 6

Session 1 (May 11, 2009): Continue Midterm Web Site production.

Session 2 (May 13, 2009): Assignment: Create an informative, 6-page web site presenting either:

- a) your artwork and the work of two artists that have been influential to you
- b) a country of your choosing
- c) other topic with instructor approval

The content of your site will include a 400–600 word report about your country or your influences. As always, see the assignment sheet for full details.

Week 7

Session 1 (May 18, 2009): Lecture and discussion: Introduction to vector animation – Flash.

Session 2 (May 20, 2009): Assignment: Flash Bouncing Ball

Bounce the ball. Use a graphic symbol and a motion tween with a motion guide. Publish it. Post the resulting files to your website.

Week 8

Session 1 (May 25, 2009): No Class – Memorial Day

Session 2 (May 27, 2009): Assignment: create a proposal for Assignment 11. Create a web page containing a one-paragraph summary of your project and web-optimized scans of your thumbnails/storyboards.

Week 9

Session 1 (June 1, 2009): Lecture and Discussion – continued exploration of Flash.

Session 2 (June 3, 2009): Assignment: The Four Seasons project.

Week 10

Session 1 (June 8, 2009): Lecture and Discussion – Navigation and multiple screens/pages in Flash.

Session 2 (June 10, 2009): Assignment 10: ActionScript, Button Symbols—Four Seasons Beta

Using parts that you are developing for your Four Seasons project, make a Flash movie that demonstrates a button symbol that responds to user interaction by jumping to a specified point on the timeline.

Week 11

Session 1 (June 15, 2009): Demonstrate & Critique Four Seasons Project

Session 2 (June 17, 2009): Demonstrate & Critique Four Seasons Project