

NEWM N190

Topics in Interactive Media

Fall 2008

Tuesday, 3:00 – 5:40 p.m. (Section # 4657)

OR

Online via Oncourse (Section # 6428)

IT 265

Indiana University School of Informatics, IUPUI

Main URL for this course is on oncourse.iu.edu, with additional materials found at www.spyrotterra.com and www.2505leonard.com

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Office hours:

Mondays and Tuesdays 2:00 – 3:00 (classes start at 3:00)
By appointment or drop-in
Pre-arranged chats through Oncourse (e-mail or call to arrange)
Phone (leave a contact number and I will return your call)

IUPUI Mission:

The Mission of IUPUI is to provide for its constituents excellence in

- Teaching and Learning
- Research, Scholarship, and Creative Activity
- Civic Engagement

With each of these core activities characterized by

- Collaboration within and across disciplines and with the community
- A commitment to ensuring diversity, and
- Pursuit of best practices

IUPUI's mission is derived from and aligned with the principal components – Communities of Learning, Responsibilities of Excellence, Accountability and Best Practices – of Indiana University's Strategic Directions Charter.

Statement of values:

IUPUI values the commitment of students to learning; of faculty to the highest standards of teaching, scholarship, and service; and of staff to the highest standards of service. IUPUI recognizes students as partners in learning. IUPUI values the opportunities afforded by its location in Indiana's capital city and is committed to serving the needs of its community. Thus, IUPUI students, faculty, and staff are involved in the community; both to provide educational programs and patient care and to apply learning to community needs through service. As a leader in fostering collaborative relationships, IUPUI values collegiality, cooperation, creativity, innovation, and entrepreneurship as well as honest, integrity, and support for open inquiry and dissemination of findings. IUPUI is committed to the personal and professional development of its students, faculty, and staff and to continuous improvement of its program and services.

Required texts:

Author(s): Jeremy Cantor, Pepe Valencia
Title: Inspired 3D Short Film Production
Copyright: June 10, 2004
ISBN: 1592001173
Publisher: Course Technology PTR

Author(s): Jason Beaird
Title: The Principles of Beautiful Web Design

Copyright: January 31, 2007
ISBN-10: 0975841963, **ISBN-13:** 978-0975841969
Publisher: SitePoint

Recommended Texts:
(come to at least the first class before you buy any of these unless you want to go ahead and buy them all...)

Author(s): Antony Bolante
Title: After Effects CS3 Professional for Windows and Macintosh: Visual QuickPro Guide (Visual Quickpro Guide)
Copyright: December 27, 2007
ISBN-10: 0321526341 **ISBN-13:** 978-0321526342
Publisher: Peachpit Press

Author(s): Katherine Ulrich
Title: Flash CS3 Professional for Windows and Macintosh (Visual QuickStart Guide)
Copyright: August 4, 2007
ISBN-10: 0321502914, **ISBN-13:** 978-0321502919
Publisher: Peachpit Press

Author(s): Janine C. Warner
Title: Dreamweaver CS3 For Dummies
Copyright: May 7, 2007
ISBN-10: 0470114908, **ISBN-13:** 978-0470114902
Publisher: For Dummies

Author(s): Philip Andrew
Title: Adobe Photoshop CS3 A-Z: Tools and features illustrated ready reference
Copyright: July 23, 2007
ISBN-10: 0240520653, **ISBN-13:** 978-0240520650
Publisher: Focal Press

Author(s): Elaine Weinmann & Peter Lourekas
Title: Illustrator CS3 for Windows and Macintosh (Visual QuickStart Guide)
Copyright: November 24, 2007
ISBN-10: 0321510453 **ISBN-13:** 978-0321510457
Publisher: Peachpit Press

Required materials:

- Provided for student access in the labs:
- Mac and Windows platforms (we will use both)
 - Adobe After Effects 7 (see the announcement on Oncourse concerning compatibility issues with other versions of AE)
 - Adobe Photoshop CS3
 - Adobe Illustrator CS3
 - Dreamweaver CS3
 - Flash CS3
 - Various audio programs
 - Internet access
 - CD-burning software
- Students are responsible for providing:
- Color prints from projects
 - CD-R's (minimum of 10) or DVD's for handing in assignments
 - Colored pencils and/or markers
 - (3) 3-ring binders for project bibles
 - Plastic sleeve protectors for project bibles
 - Printed copies of paperwork
 - Reliable access to a digital camera is highly recommended

Course description:	Applying existing core competencies to dissect and produce new media projects students will create new media projects in a real-world context as a team and as individuals. These competencies will be developed through strategic thinking, public speaking, team building, analysis and community outreach. [Graphics and Time-based Programs: Photoshop, SoundForge, and After Effects]
Course outcomes and skills to be mastered:	<p><i>Strategic thinking, public speaking, team building, analysis, civic engagement</i></p> <p>Projects and lectures are designed to work in tandem to develop an understanding of interactive media from many perspectives. Through individual projects and group presentations, students will have the opportunity to build a skill set that includes public speaking and team building as well as many opportunities to learn technical skills in several software packages. While the majority of the course will utilize Photoshop, After Effects, and Dreamweaver, other programs such as Flash, Premiere and Illustrator may be discussed as needed. Analytical skills and strategic thinking will be reinforced throughout the course as each project is discussed and the student will learn how to effectively choose the correct software and preplanning process indicated by the requirements of the assignments and exercises.</p>
Course expectations (the meat of the syllabus!)	<p><i>No files or homework will be accepted via e-mail for any reason. This policy will be enforced.</i></p> <p>The difference in this course between assignments, exercises, and projects:</p> <ul style="list-style-type: none"> • Exercises are usually centered on software or analytical skills and are completely discussed and demoed in lecture/lab and usually do not have a formal assignment sheet. They are usually not documented in your books, other than the recommended software titles for the course. Even in that case, the books are meant to broaden your understanding of the ideas presented in lab but are not tutorials for the labs. The deliverables for exercises are usually due right away so I can check your mastery of skills needed to complete the assignments. While I do my best to monitor your progress on exercises it is your responsibility to let me know if you do not understand something. Please ask questions, even if you have to interrupt a demo to do so. • Assignments are homework and will involve reading and possibly research, with defined deliverables outlined in a formal assignment sheet. Assignments usually will have a due date 1-2 weeks after they are assigned and are worth significantly more points than exercises. Assignments are intended to show me your comprehension of concepts and synthesis of ideas presented through readings and lectures, combined sometimes with skills learned to date. • Projects are major assignments that pull together concepts and skills from assignments and exercises. These are worth the bulk of the points for this course and accurately demonstrate best practices in interactive media, replicating or actually including real world experiences. Students will experience both individual and group projects in this course. Successful completion of projects comes from mastering exercises and assignments. <p>Assignments will be posted 1-2 weeks prior to the due date and are expected to be turned in via Oncourse, unless otherwise stated on the assignment sheet or communicated via other means by the instructor. Each assignment will give detailed due date and deliverable instructions. Assignments are due at the designated time on the designated date. No due date extensions will be given, unless at the instructor's instigation; this includes extensions for absences.</p> <p>Exercises are generally completed during demos or lecture (I pace it so you should be</p>

able to keep up, but if not, let me know) and expected to be completed immediately. They will not be posted prior to the demos in class and cannot be made up for credit if missed. In-class lab exercises are to be uploaded prior to leaving for that day; on-line lab exercises are due by the date listed in Oncourse. The idea for the online section is that you will watch the video and work along and then upload the files to Oncourse once you are finished. No due date extensions will be given, unless at the instructor's instigation; this includes extensions for absences.

Projects will be posted 3-4 weeks before they are due and are also due at the designated time on the designated date. If I sense that more time is needed by the majority of the class I may exercise my right to extend a due date, but that is solely at my discretion. Please don't ask for an extension unless you have extenuating circumstances.

Once an assignment/exercise/project folder in Oncourse is closed (AKA the due date has passed) it will NOT be reopened and the assignment or exercise cannot be handed in. Let me repeat – I will not accept ANY files via e-mail so if you missed the due date in Oncourse do NOT send the files to me. I will delete the message unopened and you will not receive credit for that assignment or exercise. Obviously I have had a major problem with this in the past, hence the emphasis...

If you want feedback on an assignment or exercise and you missed the due date, make an appointment to see me in my office and I will critique your work, but not for credit. At least that way you will learn from what you did right and what you did wrong so you can apply that knowledge to the remaining assignments/exercises. My best advice is just to get everything in on time to avoid this problem.

Extenuating circumstances can be discussed on an individual basis, but the final decision is up to the instructor in all cases and proof of the extenuating circumstance(s) will be required, such as a doctor's note, obituary notice, police report, or other substantial proof. Abuse of the system by previous students is the reason for this requirement...

Check Oncourse regularly for assignment details and messages. This is my best, and sometimes only, way to reach you so it is your responsibility to check Oncourse daily.

There may be periodic exams and quizzes in this course. Not all quizzes will be announced prior to when they are given, so it is in your best interests to **keep current with the reading assignments**. All exams will be announced well in advance of being given and study sheets will be provided.

In the event that a student must miss an exam it is the student's responsibility to contact the instructor to arrange for an alternative assignment that must be completed within 1 week of the missed exam. This assignment will carry the same weight and cover the same concepts as the exam that was missed, but it will not be the same as the exam.

Pop quizzes that are missed may not be made up.

Participation in discussion and critique is expected of all students. Critique is intended to be a place where we can explore the strengths and weakness of each other's work. Any personal attacks or unsubstantiated criticism (or praise) of work will not be tolerated. Every project/assignment/exercise is subject to critique.

Extra credit options will be given throughout the semester and announced in class and posted on Oncourse.

Oncourse will be used extensively in this course and it is each student's

responsibility to monitor e-mail, announcements, forums, chats, resources, and assignments in Oncourse *daily*. Failure to do so is not an excuse for missing an important message or assignment.

In the event of inclement weather or any other unforeseen class disruption, an announcement will be posted on Oncourse no less than 3 hours prior to class if possible. In the event of a cancelled class, an on-line assignment will be posted in Oncourse with appropriate supplementary material. Online assignments in this situation hold the same weight as a regular assignment.

Attendance policy
(the potatoes of the syllabus!)

University regulations state: "Students are expected to be present for every meeting of the classes in which they are enrolled."

Regular and punctual attendance is vital to the success of any class; therefore attendance is mandatory. The assignments, lectures, and labs in this class are cumulative and regular and punctual attendance is crucial to your success. I do understand that life happens and it may be impossible to attend every class, therefore, I will permit each student to miss 3 in-class lectures, or 3 weekly online assignments, regardless of reason, without any disciplinary action. Any content missed will be the responsibility of the student, and lectures will not be repeated, other than being posted online and late work will not be accepted, per the Course Expectations stated above.

For students who meet in the classroom, if a student misses 4 in-class meetings, for any reason, the student will automatically fail the course.

For the online section, fulfillment of a weekly assignment replaces attendance. If 4 weekly online assignments are missed (and late work will not be accepted – see the Course Expectations section for details) the student will automatically fail the course.

If you want to get credit for attending class it is your responsibility to sign the attendance sheet if you attend the classroom section, or make sure your weekly assignment is submitted on time if you are taking this course online.

Grading
(the slimy green vegetables of the syllabus!)

10 lab exercises (5 points each)
5 assignments (20 points each)
1 midterm paper (50 points)
1 midterm project (100 points)
1 midterm project binder (100 points)
1 group presentation (100 points)
1 group project binder (100 points)
1 final project (250 points)
1 final project binder (100 points)
1 final exam (50 points)
(1000 total points for the course)

Since this is the first time this course has been offered online the exercises/assignments/projects might be altered for comprehension and pace. Any changes to the course assignments will be announced and discussed.

Grading scale:
A+ = 98 – 100%
A = 94 – 97%
A- = 90 – 93%
B+ = 87 – 89%
B = 84 – 86%
B- = 80 – 83%

	<p>C+ = 77- 79% C = 74 – 76% C- = 70 – 73% D+ = 67 – 69% D = 64 – 66% D- = 60 – 63% F = 59%</p> <p>Grades can be discussed, but the instructor has final say in all grading disputes. Math is not my strongest discipline so please always double check my calculations. Any discrepancy will be rendered in the students’ favor and no student will be penalized for a clerical error on the instructor’s part.</p> <p>Grades will be posted via Oncourse therefore even if you are handing in a project via hard copy you must turn something in via Oncourse for each assignment. This is the most efficient way to get feedback from us for each assignment as well as the best way to ensure prompt return of grades.</p>
<p>Principles of Undergraduate Learning (PUL):</p>	<p>Each class should be able to assess learning outcomes in the following areas:</p> <ul style="list-style-type: none"> • Oral presentation • Writing skills • Critical thinking • Application of knowledge • Intellectual depth, breadth, and adaptiveness • Understanding of society and culture • Values and ethics
<p>Plagiarism policy:</p>	<p>Plagiarism is the use of the work of others without properly crediting the actual source of the ideas, words, sentences, paragraphs, entire articles, audio, or images. Using other students’ work (with or without their permission) is still plagiarism if you don’t indicate who initially did the work. Plagiarism, a form of cheating, is a serious offense and will be severely punished. When an instructor suspects plagiarism, he/she will inform the student of the charge; the student has the right to respond to the allegations. Students whose work appears to be plagiarized may be asked to produce earlier drafts of the work. Students should, for this reason and as a protection in cases of lost documents, retain rough drafts, notes and other work products for 2-3 weeks after the end of each semester. The penalties for plagiarism include reprimands, being failed for a particular exam, paper, project, or the entire course, disciplinary probation, or dismissal. Faculty, after consulting with their chair, and/or the dean must notify students in writing of their decision.</p> <p>Students have the right to appeal such decisions by submitting a petition. All students are responsible for reading the Code of Student Rights, Responsibilities, and Conduct of Indiana University Purdue University Indianapolis.</p>
<p>Academic honesty:</p>	<p>All students in New Media should aspire to high standards of academic honesty. This class encourages cooperation and the exchange of ideas. However, students are expected to do their own work.</p>
<p>Liability warning:</p>	<p>Your student ID and password are private. Under no circumstances are you to give them out to anyone. If another person uses your ID or password you will be held personally responsible for any and all activity on your computer account. If plagiarism is involved you run the risk of being dismissed from the school. If a computer is damaged, you are responsible for repair and replacement.</p>

Lab and equipment usage:	Labs and lab computers are to be used for school purposes only. Only IUPUI New Media students are permitted to use these labs. There are digital cameras, tripods, video cameras, light kits, sound recorders, and other equipment that can be checked out by New Media students for use in projects. All equipment can be reserved through Geoffrey Coryell. Geoff's e-mail is. This equipment is offered on a first-come-first-served basis.
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Children in the classroom:	"Children are not permitted to attend class with parents, guardians, or childcare providers. This conduct has the effect of unreasonably interfering with an individual's work or academic performance creating an offensive learning environment." This is the "Easter Egg" or hidden section of the syllabus. If you read this part and you send me an e-mail with the word "Wii" in it then you will get 1 extra credit point on the first assignment. This Easter egg expires after the first assignment is handed in. And let me say that it is usually more fun to keep stuff like this to yourself than to tell everyone, but it is a free world and you can do as you wish. "A student must not violate course rules as contained in a course syllabus, which are rationally related to the content of the course or to the enhancement of the learning process in the course." [<i>Code of Student Rights, Responsibilities, and Conduct, page 29</i>]
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All the rest of the stuff you need to know (the dessert of the syllabus!)

Since I do not want anyone working ahead without the necessary knowledge that will be gained from lectures and lab exercises I will make assignments available online only right before they are due, although I will make sure you have enough time to properly prepare for each assignment.

The required books will be used extensively in this course as will handouts that will be made available via Oncourse. Check the Resources section for supplemental materials. The readings are an integral part of the discussions that we will have and as a result, class participation in the discussions is expected. If you are not an active participant in the discussions you cannot be evaluated on your insight into the topics and your understanding of the theory behind the concepts we will explore. So speak your mind!

While we will use the books to foster discussion, lectures will **not** be from material that is covered in the books. The goals and objectives of each class meeting are to participate in the discussion and follow along with the lab exercises so that you will both broaden your understanding of the concepts as well as develop your technical skills. This is why attendance (or weekly participation in the online section) is vital.

Samples of topics that will be covered in the course are:

- Animatics
- Storytelling
- Target audience
- Color theory
- Attitudinal adjustments
- High concept and single message
- Content analysis
- Soundtracks
- Story pacing
- Appropriate output methods
- Vehicles for dissemination
- Website considerations
- Website construction
- Marketing
- Strategic planning
- Working with clients
- Research
- Television
- Intro sequences
- Commercials
- Integration of media across multiple venues of output
- Interactivity
- Analysis and critique
- Professional presentation skills
- Legal implications of interactive media
- Memos of understanding