

TCOM 450
Seminar in Interface and Interaction
Fall 2011 Course Information

Professor: John C. Dailey, Ph.D.
LB 216 - jdailey@bsu.edu
Web Site: <http://jdailey.iweb.bsu.edu/>
Office Hours: TR 2:00-3:30 & W 2:00-4:00 and by appointment, 216 Letterman Building
Office Phone: 765.273.4757 (Google Voice - forwards to my cell phone)
Classroom / Class Time: BC 130, TR, 3:30 pm - 4:45 pm

Required - Creative Edge Subscription - <http://www.creativeedge.com/> (\$17.99/month)

Required Text:

Colborne., J. (2011). Simple and Usable: Web, Moblie, and Interaction Design
New Riders. ISBN: 0-321-703554-5. (@ T.I.S.)

Required Account:

You will need a Ball State "iWeb Account" for this class... 2 GB of storage!
Please apply for one ASAP if you do not already have one.
Details here: <http://iweb.bsu.edu/>

Academic Dishonesty:

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

- A. Cheating or knowingly assisting another student in committing an act of cheating or other academic dishonesty.
- B. Plagiarism which includes but is not necessarily limited to, submitting examinations, or other material as one's own work when such work has been substantially copied from another or prepared as the product of a group experience.

Any student who commits an act of academic dishonesty will be dismissed from the course with a failing grade.

Class Attendance:

Absences are highly discouraged in this class. If you are absent because of a very serious illness or major family emergency on the day when an assignment is due, you must notify the instructor as soon as possible.

Disability Accommodation:

If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please make an appointment with your Instructor as soon as possible. Students seeking accommodations must contact the office of Disabled Student Development – 765-285-5293. Please note that no accommodations will be made until a student has provided a letter of verification from the office of Disabled Student Development. In addition, accommodations will not be provided in a retroactive manner. So if needed, please contact their office ASAP and provide the appropriate paperwork to your instructor.

*The ultimate goal for this course is to have each student understand
the complexities and possibilities of media interaction design.*

COURSE OBJECTIVES

This class is an advanced investigation of interactive media design based upon known interaction design principles. Interaction design is analyzed on many levels: audience awareness, content selection, interface layout and user control. Includes the creation of a video player incorporating interactive objects as design elements. Interactivity (i.e., the inclusion of the "user" within a created experience) will be investigated on many levels: from the choosing of metaphors to the design of interfaces. This course will give the student an opportunity to create a truly interactive media environment. Individuals in this class will apply a firm foundation of interaction design techniques towards the creation of an enriched interactive experience. Through presentations and production experiences, students are expected to acquire an advanced knowledge of interaction design and their application to interactive media. The following areas will be addressed:

- ... Core principles of interaction design:
 - Accessibility (accommodation for different users: skill levels, element sizing, etc.)
 - Aesthetic Integrity (visual/aural completeness, seamlessness)
 - Audience Knowledge (awareness of the target audience)
 - Consistency (zero surprises or omissions)
 - Direct Manipulation (on-screen control of interactive parameters)
 - Feedback and Dialog (reinforcement/guidance)
 - Forgiveness (recoverability from any situation)
 - Metaphors (drawing from parallel examples in life)
 - Modelessness (eliminating compartments within interfaces)
 - Perceived Stability (maintaining a resilient environment)
 - See-and-Point (visual controls)
 - User Control (protecting the user while giving them power)
 - WYSIWYG (What You See Is What You Get)

QUALITATIVE EVALUATION CRITERIA

Note: Your final grade in this course is determined by overall performance, **not** through the simple result of adding points together.

Production:	Percent	Due Date
Project (Alpha + Beta + Final)	55	Finals Week
Exercises / Readings / Instant Quizzes (IQ's):	15 (1 each x 15)	
Creative Edge Training		
Simple and Usable		
Project Proposal	15	October 20th
Discussion / Participation:		
In-Class Discussion	15	
	+	
TOTAL:	100	
A = 90-100%	D = 60-69%	
B = 80-89%	F = Below 60%	
C = 70-79%		

COURSE SCHEDULE (may be revised to meet the needs of the class...)

Date	Creative Edge / Simple and Usable	In-Class Activity / Discussion / In Class Labs
Week 1		
August 23		Introduction to course / people / Posterious / Twitter Interaction Design and You - IQ
August 25		
Week 2		
August 30	Flash CS5	Intro, Shapes, Layers, The Timeline - IQ The Library, Text, Fonts, Graphic Symbols - IQ
September 1	Flash CS5	
Week 3		
September 6		1 <i>Why are we here? - IQ</i>
September 8		2 <i>Setting a vision. – IQ, car fla</i>
Week 4		
September 13	Flash CS5	Animation, Shape Tweens, Motion Tweens- IQ <i>Four strategies for simplicity. – IQ, sailing fla</i>
September 15		
Week 5		
September 20	Flash CS5	Button Symbols, - IQ, Movie Clips - IQ <i>Remove. - IQ</i>
September 22		
Week 6		
September 27	Flash CS5	Filters, Audio, Video - IQ <i>Organize. - IQ</i>
September 29		
Week 7		
October 4	Flash CS5	Interactivity w/ ActionScript - IQ <i>Hide. Displace. - IQ</i>
October 6		
Week 8		
October 11		8 <i>Before we go. - IQ</i>
October 13	1 on 1 Discussions	
Week 9		
October 18	Fall Break	
October 20	Proposal DUE	
Week 10		
October 25	Proposal RETURNED	Project Construction
October 27	Work Day	Project Construction
Week 11		
November 01	Work Day	Project Construction
November 03	Work Day	Project Construction
Week 12		
November 08	Work Day	Project Construction
November 10	Alpha DUE	Peer Critiques to Twitter
Week 13		
November 15	Work Day	Project Construction
November 17	Work Day	Project Construction
Week 14		
November 22	Beta DUE	Peer Critiques to Twitter
November 24	THANKSGIVING	
Week 15		
November 29	Work Day	Project Construction
December 01	Work Day	Project Construction
Week 16		
December 06	Work Day	Project Construction
December 08	Work Day	Project Construction
Finals Week	2:15 - Tuesday, December 13th	FINAL Project DUE & Showcase...

Final Project Proposal
(20% of Total Grade)
DUE: Thursday, October 20th

Required:

Write a 4 to 6 page, typed, double-spaced paper document describing the interactive media project that you plan to develop for this class. This project is to be of your own design and may be dedicated to any *cause, person, place, or thing* (subject to instructor approval ;-). Think of this project as a promotional tool to showcase your skills to a future employer. Please start planning what you would like to develop **WELL BEFORE** the mid-semester deadline. Great designs take time.

The following items should be included and/or discussed in your paper:

1. A statement of purpose (i.e., What is the project all about?)
2. Identify your target audience (i.e., Who will be your users?)
3. List your main objectives (i.e., What do you hope to accomplish with the project?)
4. Make a concise outline of the items your project will contain.
 - This should include a description of each sub-area that you plan on building.
 - Describe how the navigation structure of your interface will work.
5. Draw a simple, full-page, *flowchart* that illustrates the project's major areas, sub areas, and overall navigation structure.
6. Include a rough full-page *drawing* of the main interface and one sub area of your project.

Suggestions:

- Remember to consider these design elements as you plan your site:

(Don't worry if you are not exactly sure how you might implement a certain feature at this time.)

- Interactivity (control panels, popups, dynamic layers)
- Interface Style (screen layout, icons, overall "look and feel")
- Images & Text (colors, image size, typography, backgrounds)
- Navigation (buttons, tabs, menus, "breadcrumbs", home)
- Multimedia (animation, video)
- Special Effects (rollovers, transitions)