

TCOM 450
INTERACTIVE VIDEO DESIGN
Spring 2010 Course Information

Professor: John C. Dailey, Ph.D.
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Office Hours: W 1:00-5:00 and by appointment, 273 Letterman Building
Home Phone: 765.286.5776, please leave a message between 9am - 9pm
Classroom / Class Time: RB 134c, TR, 3:30 - 4:45 pm

Required - Lynda.Com Subscription:

Interactive Video Design (Jan 12th – May 7th, 2010) - Cost: \$38.67

Login at <http://www.lynda.com/home/educatorsResources.aspx>

Class Code: 01082010C12390

NOTE: Only Students Registered For This Course May Use This Code.

INCLUDED W/ YOUR SUBSCRIPTION:

ActionScript 3.0 in Flash CS4 Professional for Designers - 6.35 Hours

Flash CS4 Professional Audio Techniques - 2.3 Hours

Flash CS4 Professional Essential Training - 4.5 Hours

Flash CS4 Professional Tools for Character Animation - 1.95 Hours

Interaction Design: Process and Inspiration - 1.78 Hours

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 with me, or if you need special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible. My office location and hours are 273 Letterman Building, W 1:00- 5:00 and by appointment: 273-4757.

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

COURSE OBJECTIVES

This class is an advanced investigation of interactive video based upon known interface design principles. Interactive video 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 video environment. Individuals in this class will apply a firm foundation of human-computer interaction techniques towards the creation of an enriched interactive experience. Through presentations and production experiences, students are expected to acquire an advanced knowledge of human-computer interface design principles and their application to interactive video design. The following areas will be addressed:

- ... Theoretical principles of human-computer interface 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)	40	April 29th
Exercises:		
lynda.com Training (2x plus courses)		
In-Class Labs / Quizzes (8x)	40	
Paper:		
Site Proposal	10	
Discussion / Participation:		
Twitter Feed (#450sp10)	10	
TOTAL:	$\frac{+}{100}$	
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	On-Line Course	Lessons	In-Class Activity / Discussion
Week 1			
January 12			Introduction to class / people / Twitter
January 14			Paths vs. Puzzles
Week 2			
January 19	Flash Essentials	1-3	Getting Started, Drawing, Text, Symbols – LAB
January 21			Accessibility, Audience Knowledge
Week 3			
January 26	Flash Essentials	5-7	The Timeline, Shape & Motion Tweens – LAB
January 28			Aesthetic Integrity, Consistency
Week 4			
February 02	Flash Essentials	8-10	Bones, 3D, Filters & Blends – LAB
February 04			Direct Manipulation, See-and-Point
Week 5			
February 09	Flash Essentials	11-14	Bitmaps. Sound, Video, AS3 Intro – LAB
February 11			Feedback and Dialog, Forgiveness
Week 6			
February 16	AS3 for Designers	1-3	Fundamentals, Variables, Functions – LAB
February 18			Metaphors
Week 7			
February 23	AS3 for Designers	4-6	Display Objects, Events, Conditionals – LAB
February 25			Modelessness, Perceived Stability
Week 8			
March 02	AS3 for Designers	8-9	Arrays, Loops - LAB
March 04			User Control, WYSIWYG
Week 9			
March 7 - 14	Spring Break		
Week 10			
March 16	AS3 for Designers	11-12	Handing Text, Loading Media - LAB
March 18	Proposal DUE		
Week 11			
March 23	Proposal RETURNED		Project Construction
March 25	Work Day		Project Construction
Week 12			
March 30	Work Day		Project Construction
April 01	Alpha DUE		Peer Critiques to Twitter
Week 13			
April 06	Work Day		Project Construction
April 08	Work Day		Project Construction
Week 14			
April 13	Work Day		Project Construction
April 15	Beta DUE		Peer Critiques to Twitter
Week 15			
April 20	Work Day		Project Construction
April 22	Work Day		Project Construction
Week 16			
April 27	Work Day		Project Construction
April 29	Flash Essentials	16	Publishing FINAL PROJECT DUE
Finals Week	2:15 PM - Friday, May 7th		FINAL Project Showcase...

Final Project Proposal
(10% of Total Grade)
DUE: Thursday, March 18th

Required:

Write a 4 to 5 page, document describing the **interactive video 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)

FINAL PROJECT / COURSE GRADE CRITERIA

A ... Unique Design: Excellent - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Outstanding work in all areas of the course (labs, discussion, etc.).

A- ... Creative Design: Very Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Outstanding work in most areas of the course (labs, discussion, etc.).

B+... Fine Design: Good - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in all areas of the course (labs, discussion, etc.).

B ... Useful Design: Clear - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Accomplished work in most areas of the course (labs, discussion, etc.).

B- ... Fair Design: Mixed Quality - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability.
In addition to at least... Accomplished work in one area of the course (labs, discussion, etc.).

C+... Underdeveloped Design: Some Future Promise - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND / OR Usability
In addition to at least... Average work in all areas of the course (labs, discussion, etc.).

C ... OK Design: Minimally Effective - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to at least... Average work in most areas of the course (labs, discussion, etc.).

C- ... Unfinished Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, OR Usability.
In addition to... Below Average work in most areas of the course (labs, discussion, etc.).

D+ to D- ... Unsatisfactory Design: Unconsidered/Missing - Content Placement, Color Selection, Graphics, Layout, Navigation, Typography, AND Usability.
In addition to... Below Average work in all areas of the course (labs, discussion, etc.).

F ... Non-Original Design: (i.e., stolen work).

HAVE A GREAT SEMESTER!
- Dr. John