

TCOM 450
MEDIA INTERACTION DESIGN
Spring 2012 Course Information

Professor: John C. Dailey, Ph.D.
LB 216 - jdailey@bsu.edu
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Office Hours: TR 11:00-1:00 & 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, MW, 4:00 pm - 5:15 pm

Required Textbooks:

Marcotte, E. (2011). Responsive Web Design.
A Book Apart. ISBN: 978-0-9844425-7-7.
Walter, A. (2011). Designing For Emotion.
A Book Apart. ISBN: 978-1-937577-00-3.
(<http://www.abookapart.com/products/> - \$36 plus shipping)

Suggested Software Purchase - Tumult Hype

(<https://sites.fastspring.com/tumultco/instant/hype> - \$20.09 - EDUHYPE Coupon - MAC ONLY)

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 media 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)	40	Finals Week
Exercises / Readings / Instant Quizzes (IQ's):	35	(5% each x 7)
A Book Apart Reading / On-Line Discussion		
Project Proposal	15	March 12th
Discussion / Participation:		
In-Class Discussion	10	
	+	
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	Responsive Web Design	Designing For Emotion	In-Class Activity / Discussion / IQ's
Week 1			
January 09			Intro to course / HYPE / people / Posterious / IQ's HYPE: Overview, Elements, Animations
January 11			
Week 2			
January 16	NO CLASS - MLK Day		
January 18	BRING BOOKS TO CLASS	1	<i>Emotional Design - IQ 1</i>
Week 3			
January 23			HYPE: Scenes, Timelines, Exporting <i>Designing for Humans - IQ 2</i>
January 25		2	
Week 4			
January 30	<i>Our Responsive Web</i>		LAB 1 <i>Personality - IQ 3</i>
February 01		3	
Week 5			
February 06	<i>The Flexible Grid</i>		LAB 2 <i>Emotional Engagement - IQ 4</i>
February 08		4	
Week 6			
February 13	<i>Flexible Images</i>		LAB 3 <i>Overcoming Obstacles - IQ 5</i>
February 15		5	
Week 7			
February 20	<i>Media Queries</i>		LAB 4 <i>Forgiveness - IQ 6</i>
February 22		5	
Week 8			
February 27	<i>Becoming Responsive</i>		LAB 5 <i>Risk & Reward - IQ 7</i>
February 29		6	
Week 9			
March 4 - 11	Spring Break		
Week 10			
March 12	Proposal DUE		Project Construction
March 14	Proposal RETURNED		Project Construction
Week 11			
March 19	Work Day		Project Construction
March 21	Work Day		Project Construction
Week 12			
March 26	Work Day		Project Construction
March 28	Alpha DUE		Project Construction
Week 13			
April 02	Work Day		Project Construction
April 04	Work Day		Project Construction
Week 14			
April 09	Work Day		Project Construction
April 11	Beta DUE		Project Construction
Week 15			
April 16	NO CLASS - Dr. Dailey is Out-Of-Town		Project Construction
April 18	NO CLASS - Dr. Dailey is Out-Of-Town		Project Construction
Week 16			
April 23	Work Day		Project Construction
April 25	Work Day		Project Construction
Finals Week		2:15 PM - Thursday, May 3rd	FINAL Project DUE & Showcase...

Final Project Proposal
(15% of Total Grade)
DUE: Wednesday, March 12th

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)