

RTV 4783
Interactive Media Programming
Fall 2013 Course Information

Professor: John C. Dailey, Ph.D.
WH 121 - jdailey@ozarks.edu
Office Hours: MF 2:00-4:00, W 12:00-1:00, TR 2:30-4:00 and by appointment.
Office Phone: 479-979-1352
Off Campus Phone: 479-274-8918 (Google Voice - forwards to my cell phone)
Classroom / Class Time: WH 207, TR, 4:00 pm - 5:15 pm

Catalog Description

Investigates interface and interaction design on many levels: from the choosing of metaphors to the creation of complex interactive experiences. The course includes the creation of a video player incorporating interactive objects as design elements.

Required Texts

Adobe Creative Team. (2012). *Adobe Edge Animate Classroom in a Book*.
Adobe Press. ISBN: 0-321-84260-2.

Colborne., J. (2011). *Simple and Usable: Web, Mobile, and Interaction Design*.
New Riders. ISBN: 0-321-703554-5.

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 any member of the class has a documented disability and needs special accommodations, the instructor will work with the student and the office of Student Support Services or the Jones Learning Center or the Academic Center for Excellence to provide reasonable accommodation to ensure the student a fair opportunity to perform in this class. In order to plan for optimum success, please advise the instructor of the disability and the desired accommodations as soon as possible. Students are strongly encouraged to notify the instructor during the first week of classes. Without ample planning / preparation time, we cannot assure the availability of needed accommodations in a timely manner.

*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.
The following components will be weighted to determine your final grade:

Requirements

Production:	Percent	Due Date
Interactive Group Project	40	Finals Week
Readings / Exercises	10	
<i>Classroom in a Book</i>		
<i>Simple and Usable</i>		
Written		
Mobile Application Paper	10	October 22
Midterm Exam	20	October 29
Discussion / Participation		
In-Class	20	
TOTAL:	$\begin{array}{r} + \\ \hline 100 \end{array}$	

Grade Scale

A = 93–100%	B = 83–86%	C = 73–76%	D = 63–66%
A- = 90–92%	B- = 80–82%	C- = 70–72%	D- = 60–62%
B+ = 87–89%	C+ = 77–79%	D+ = 67–69%	

Behavior Guidelines, Standards and Expectations

I want you to be successful in this class, in your other classes, and in your life. I want the theories and concepts discussed to have immediate value to you as you develop your own improved communication skills. To create a successful classroom experience and achieve the stated goals, we must all uphold certain principles and expectations:

1. Respect For each of us to receive a valuable education in this class, we will all need to listen openly and discuss ideas respectfully.
 2. Attendance You are expected to attend classes and arrive on time.
 3. Responsibility Late work *will only be accepted within one week of the original due date; a 50 % penalty will be assessed to the late work.*
 4. Honesty Plagiarism and cheating are serious acts of misconduct and will result in failure of the course and/or academic discipline per the policies of this institution.
 5. Equal Opportunity If you need course adaptations or if you need to make any special arrangements, please make an appointment with me as soon as possible.
 6. Commitment Doing well in this class requires you to keep up with the readings, assignments, and class work. If you need to miss a class, contact a classmate for assignments and notes. You are responsible for the material you miss.
- Digital Device Policy: Cell phones and other digital communication devices should be silenced during class. I understand that you may need to occasionally check or respond to a message; however, if your device use becomes a distraction to me or to others, you will lose 10 participation points each time I have to ask you to put it away. **Absolutely no cell phone or other digital communication device use is permitted during exams.** Any student caught using a device during an exam will receive a zero on that exam.

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

Date	Classroom in a Book	Simple and Usable	In-Class Activity / Discussion
Week 1			
August 27			Introduction To Course / Blog
August 29			Introduction To Group Project
Week 3			
September 03	Introduction & Chapter 1		<i>Introduction / Getting Stared</i>
September 05		1	Why are we here?
Week 3			
September 10	Chapters 2 & 3		<i>Creating Graphics, Designing Animation</i>
September 12	Project Planning		
Week 4			
September 17	Chapters 4 & 5		<i>Refining Animation, Adding Basic Interactivity</i>
September 19	Project Planning		
Week 5			
September 24	Chapter 6		<i>Embedding Media and Advanced Interactivity</i>
September 26	Project Planning		
Week 6			
October 01			Creating Menus
October 03		2, 3	<i>Setting a vision, Four strategies for simplicity</i>
Week 7			
October 08	Work Day		Project Construction
October 10		4, 5	<i>Remove, Organize</i>
Week 8			
October 15	Work Day		Project Construction
October 17		6, 7, 8	<i>Hide, Displace, Before we go</i>
Week 9			
October 22	MIDTERM EXAM		
October 24	Chapter 7		<i>Publishing and Responsive Design</i>
Week 10			
October 29	Mobile Paper DUE / Work Day		Project Construction
October 31	FALL BREAK		NO CLASS
Week 11			
November 05	Work Day		Project Construction
November 07	Work Day		Project Construction
Week 12			
November 12	Alpha DUE		Project Construction
November 14	Work Day		Project Construction
Week 13			
November 19	Work Day		Project Construction
November 21	Work Day		Project Construction
Week 14			
November 26	Beta DUE		Project Construction
November 28	THANKSGIVING		
Week 15			
December 03	Work Day		Project Construction
December 05	Work Day		Project Construction
Week 16			
December 10	Work Day		Project Construction
December 12	Work Day		Project Construction
Finals Week	3:30 - Tuesday, December 17th		FINAL Project DUE & Showcase...

**Mobile Application Paper:
Accommodating Everyone**
(10 percent)
DUE: Tuesday, October 29th

Required:

Write a 3 to 4 page, typed, double-spaced paper describing the design of a mobile application for an amusement park, museum, or other public venue. This project is to be of your own design, but you may wish to visit these sites for inspiration:

<https://www.visitkingsisland.com/online-fun/free-mobile-app>

<https://disneyworld.disney.go.com/plan/my-disney-experience/mobile-apps/>

<https://itunes.apple.com/us/app/national-parks-by-national/id518426085?mt=8>

<http://fineart.about.com/od/Museums/tp/Top-10-Fine-Art-Museum-Apps-for-iPhone-iPad.htm>

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

1. A statement of purpose (i.e., What is the application designed to do?)
2. Identify your target audience(s) (i.e., Who will be your users?)
 - This is VERY IMPORTANT, as a mobile application this software would be available for use by people of different ages, abilities, nationalities, and interests.
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 would contain.
 - This should include a description of each sub-area that you plan on including.
 - Describe how the navigation structure of your project will work.
5. Draw a simple, half-page or larger, *flowchart* that illustrates the project's major areas, subareas, and navigation structure.

Suggestions:

- Remember to consider these design elements as you plan your project:
(Don't worry if you are not exactly sure how you might implement a certain feature at this time.)
 - Images & Text (colors, image size, page layout, typography, backgrounds)
 - Interactivity (control panels, popups, windows)
 - Interface Style (splash screen, icons, overall "look and feel")
 - Navigation (buttons, navbars, menus, "home", "exit")
 - Multimedia (sound, videos)
 - Special Effects (rollovers, animations, transitions)