
COURSE OUTLINE

(SUBJECT TO REVISION)

WEEK 1 JANUARY 21
HOLIDAY – MLK Day

WEEK 2 JANUARY 28
Lecture Overview of class, syllabus and materials
Demo Photoshop – Cropping and resizing images
Lab In-class exercise: Basic HTML
Assigned Project 1 Self-portrait

WEEK 3 FEBRUARY 4
RonTube **VERY BASICS** *File Organization, Web File Naming, File Paths, Local & Remote Servers*
HTML *HTML Basics, Writing HTML* **IMAGES & ANIMATION** *Saving Images for Web*
Lecture Web image file formats, resolution
Understanding file paths: absolute vs relative
Demo Setting up Local Site Folder
Photoshop - Saving for Web
Writing HTML code for Project 1
Lab Work session – Project 1
Assigned Project 2 GIF animation

WEEK 4 FEBRUARY 11
RonTube **IMAGES & ANIMATION** *GIF Animation – Parts 1 and 2*
Due Project 1 Self-Portrait
Crit Student found Animated GIFs
Project 2 Idea roughs (one-on-one during Lab)
Lecture Basics of Animation
Demo Adobe Photoshop
Basics refresher
Creating an animation
Lab In-class assignment
Work session – Project 2

WEEK 5 FEBRUARY 18

RonTube **DREAMWEAVER** *Setting Up Your Site, Setting Up Your Desktop, Formatting Text, Creating Text Links, Inserting Images & Creating Image Links*

Lecture Review self-portrait projects

Demo Dreamweaver – Overview + Set up your site + Creating index page + Creating links + Inserting GIF animation

Crit Project 2 - Final storyboard + GIF animation art (one-on-one during Lab)

Lab Work session – Project 2

Assigned **Project 3** ABCs of CSS

WEEK 6 FEBRUARY 25

RonTube **CSS** *CSS Basics*

Due **Project 2** GIF Animation

Lecture Review of some basic design concepts
CSS Basics

Demo Photoshop - Composition and continuity as it relates to Project 3
Dreamweaver - Creating multiple, interconnected pages

Lab In-class assignment

WEEK 7 MARCH 4

Crit Student GIF animations
Project 3 – Photographs (review one-on-one during lab)

Lecture Domain names + Remote hosting

Demo Dreamweaver – How to modify supplied P3 template + CSS

Review Project 3 photos

Lab Work session – Project 3

WEEK 8 MARCH 11

RonTube **DREAMWEAVER** *Setting Up Your Web Server, Syncing Local & Web Servers, Inserting Audio, Inserting Video*

Due **Project 3** ABCs of CSS
Domain Name and Hosting Package must be purchased

Lecture FTP

Demo Dreamweaver – Connecting to remote server via DW FTP + Inserting movie
Photoshop – Tweens + Exporting AlphaMovie as mp4

Lab In-class assignment (Alphabetimation - due week 9)

WEEK 9 MARCH 18
RonTube **CSS** *The Box Model* **DREAMWEAVER** *Creating CSS Rules, Creating & Styling Divs, Inserting Divs, Inserting Rollover Images, Swap Image Behavior*
Due **Alphabetimation** (Week 8 in-class assignment)
Lecture Web Design process
Self-promotion web sites
Demo Dreamweaver - Styling <div> elements + Rollovers and Behaviors (JavaScript)
Lab In-class assignment
Assigned **Project 4** index.homepage

WEEK 10 MARCH 25
RonTube **DREAMWEAVER** *Open New Browser Window*
Crit Project 4 Roughs
Demo Dreamweaver – More divs + Behaviors
Lab In-class assignment
Assigned **Project 6** Final Project – Webfolio

WEEK 11 APRIL 8
RonTube **CSS** *Normal Document Flow, CSS Positioning*
Demo CSS Positioning
Lab Work session – Project 4
Assigned **Project 5** Quotable Website

WEEK 12 APRIL 15
RonTube **WEB FONTS** *Web Fonts*
Due **Project 4** index.homepage
Crit Project 5 Quotes (Beginning of class)
Project 5 Rough layouts (End of class)
Demo More CSS + External Style Sheets
Web Fonts
Lab Work session – Project 5

WEEK 13 APRIL 22
Demo Online Color Pickers
Hot Spots
Adding clickable sound with JavaScript
Review Project 5 Comps & Wireframes
Lab Work session – Project 5

WEEK 14 APRIL 29
RonTube **JQUERY SLIDESHOW** *jQuery Slideshow*
Due **Project 5** Quotable Website
Lecture Practical Exam review
Lab Work session – Project 6

WEEK 15 MAY 6
TEST **Practical Exam**
Lab Work session – Project 6

WEEK 16 MAY 13
FINAL: 5:00 – 6:50 pm
 Project 6 complete (*must be uploaded to your web server before start of class*)
 Students will judge projects

COURSE INFORMATION

WHO IS RON ROMAIN – AND HOW CAN I FIND HIM?

I, Ron Romain, am a freshly minted full-time professor. I've been teaching part-time on and off for 35+ years – for the past 18 years here in the COMM department at CSUF. Outside of academia, I've been a Visual Communicator for going on 40 years (yikes!). I also run a stock image, licensing and creative services business called Ron and Joe. All of this has led me to be a big believer in good, professional communication. Therefore, here's how you can reach me:

e-mail ronromain@fullerton.edu

cell [714.673.9365](tel:714.673.9365) (*preferred*) | office [657-278-3587](tel:657-278-3587)

Office Hours | CP460-22

Monday **10:30 – 11:30 am**

Tuesday **12:30 – 2:30 pm**

Thursday **1:00 – 2:00 pm**

COURSE DESCRIPTION & OBJECTIVE

Interactive Media Design will teach you the process and language of digital mass media design. Unlike design for print, design for the internet is an immediate and interactive form of communication. It is also rapidly evolving. My goal for this class is to give you a strong overview in the basics of design and digital production for internet-based media technologies. **Let me be clear: *This is a visual communication class.*** While we will be learning how to use software, such as Adobe Dreamweaver – using both HTML and CSS – and implementing software you’ve learned in previous classes, such as Adobe Photoshop and Illustrator, our primary goal will be to effectively solve communication problems in as unique and effective a manner as possible.

COURSE LEARNING OUTCOMES

1. Demonstrate the ability to utilize digital typography and layout in order to convey meaning in a networked environment.
2. Demonstrate a working knowledge of grid systems in web design.
3. Demonstrate a mastery of technical skills such as generating code in HTML and CSS as well as using a WYSIWYG editor.
4. Communicate using the language of design in response to formal design-related critiques.

DEPARTMENT OF COMMUNICATIONS LEARNING OUTCOMES

Each of the five subject concentrations offers students a different type of preparation for a communications career. All concentrations are similar in that their ultimate goal is to allow the development of graduates who are articulate, intelligent citizens who can think critically and communicate effectively. Learning Outcomes have been established to verify that our graduates are prepared for the realities they will face as communicators in the 21st Century. To view those Learning Outcomes, click [HERE](#)

EXACTLY WHAT WILL YOU LEARN IN THIS CLASS?

- Write simple HTML code.
- Create a web site using Adobe Dreamweaver to implement and modify HTML and CSS.
- Style web pages using CSS.
- Create a web site with interconnected pages which contain various types of media, such as still images (GIF, JPG, PNG), animated GIFs, mp3 audio and mp4 video.
- Purchase your own domain and hosting service, then upload your site to a remote server. In other words, at the end of this class you will have a web site with your own domain name that anyone in the world will be able to view at anytime.
- Create an online portfolio of all the work you execute in this class.

WHAT I EXPECT FROM YOU IN THIS CLASS

Most importantly, I expect you to care. To treat this class as what it is: A valuable resource that will serve you well in your future career. I also expect you to be professional. We will certainly have a lot of fun in this class, but what I bring into the classroom - as someone who uses these applications and technologies in my business - is a touch of real life. Treat this class as you would your job. Good communication is key. Finally, I expect what all teachers expect of their students: To want to learn. And to work hard in the process.

MATERIALS

- *Not required, but STRONGLY recommended*: CSUF student license for Adobe Creative Cloud (CC). To acquire free license, visit www.fullerton.edu/it/students/software/adobe/
- Digital storage device: external hard drive (best option) OR usb thumb drive (at least 5GBs)
- Second digital storage device or cloud-based storage (STRONGLY recommended)
- Purchase of Domain name and Web Hosting (approximately \$45 for three months)
- Access to a digital camera. Yes, you may use your phone - but use it well!
- Text: None! But you will be **required** to watch RonTube videos each week.

PREREQUISITE

Comm 317 Digital Foundations

COURSE REQUIREMENTS + ATTENDANCE

ATTENDANCE: This course consists of both lecture and lab periods. Students are expected to attend both the lecture and lab portions of the class. I will pass around a sign-in sheet at the beginning of each lecture period.

TARDIES: I also keep track of tardies. Occasionally being late can happen to any of us (myself included), but chronic tardiness is not acceptable and will affect your grade.

COURSE REQUIREMENTS: In addition to the lectures, labs and reading assignments, considerable outside work (on average three to four, or more, hours per class meeting) is necessary to complete the class assignments. Also note that all images and designs must be your own original work unless stipulated otherwise. All work must be executed during the current semester.

LATE ASSIGNMENTS

Are *not accepted* without prior permission. You must receive permission prior to the class in which the assignment is due. Much as you would need to explain to the client why you would be missing a meeting or a deadline prior to that meeting or deadline. Your client would expect a good, verifiable reason. As will I.

EXTRA CREDIT

There is no extra credit.

EXAMS

Since I wish to accomplish as much hands-on, project-based work as possible this semester, we will only have a single practical exam at the end of the semester (week 15).

GRADING

- Each project, project step, in-class assignment and final exam, will be assigned a point value. You will be notified of the point value when assigned.
- I do not utilize plus/minus grading. At semester's end, I will determine your grade based on the percentage of points you've earned relative to the total points possible. Grades to be determined as follows: **A**= 90%+ **B**= 80%+ **C**= 70%+ **D**= 60%+ **F**= less than 60%

SOME CLASSROOM RULES

- Computers must be turned off or in 'sleep' mode during critiques and lectures; students caught messaging, browsing, typing, or otherwise being distracted by the computer during critiques and lectures will be given one warning and then asked to leave.
- Critiques include yielding constructive feedback to your peers based on aesthetic, conceptual and technical aspects of their work. Students are required to participate in this process, but should be sensitive to the ego and understanding of their peers.
- Students will turn off their cell phones before entering the classroom.
- There is no food allowed in the lab. Drinks: Only bottled water (with cap) set on the floor.
- During demos and labs, remember that students learn at varying rates. Please be patient.

IMPORTANT UNIVERSITY INFORMATION AND STUDENT POLICIES

[Click here to read about the following policies:](#) Students with Special Needs; Academic Dishonesty Policy; Emergency Preparedness; Library Support; Final Exams Schedule; University Learning Goals (Undergraduate, Graduate, and General Education); Degree Program Learning Outcomes

TITLE IX

Title IX mandates that all staff and faculty are required to report any instances of sexual discrimination, sexual harassment or sexual assault which they witness or become aware. Please understand that I must report to the CSUF Title IX office any information you share with me relative to sexual misconduct.