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# COURSE OUTLINE - THE APOCALYPSE VERSION
### (SUBJECT TO REVISION)

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**WEEK 1**   *Monday* AUGUST 24 | *Thursday* AUGUST 27

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| Lecture | Overview of class, syllabus and materials |
| Demo | Photoshop Review – How to crop and resize images |
| *Assignment* | Writing basic HTML |
| *Project* | PROJECT 1 | Self-portrait *assigned* |

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**WEEK 2**   *Monday* AUGUST 31 | *Thursday* SEPTEMBER 3

*RonTube*   VERY BASICS *File Organization, Web File Naming, File Paths, Local & Remote Servers* HTML *HTML Basics, Writing HTML* IMAGES & ANIMATION *Saving Images for Web*

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|---|---|
| Lecture | Web image file formats, resolution<br>Understanding file paths: absolute vs relative |
| Demo | Setting up Local Site Folder<br>Photoshop - Saving for Web<br>Writing HTML code for Project 1 |
| *Project* | PROJECT 2 | GIF animation *assigned* |

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**WEEK 3**   *Monday* SEPTEMBER 7 (Holiday) | *Thursday* SEPTEMBER 10

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| *RonTube* | IMAGES & ANIMATION *GIF Animation – Parts 1 and 2* |
| *Project* | PROJECT 1 | Self-Portrait *DUE* |
| Crit | Student found Animated GIFs<br>Project 2 Idea roughs |
| Lecture | Basics of Animation |
| Demo | Adobe Photoshop<br>Basics refresher<br>Creating an animation |
| *Assignment* | Muybridge Animated GIF |

**WEEK 4**      *Monday* SEPTEMBER 14 | *Thursday* SEPTEMBER 17

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

*Due*      Project 2 | Final storyboard + GIF animation art

Lecture      Review self-portrait projects

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

*Project*      PROJECT 3 | ABCs of CSS *assigned*

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**WEEK 5**      *Monday* SEPTEMBER 21 | *Thursday* SEPTEMBER 24

*RonTube*      CSS *CSS Basics*

*Project*      PROJECT 2 | GIF Animation *DUE*

Lecture      Review of some basic photo composition concepts
CSS Basics

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

*Assignment*      Creating a unified group

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**WEEK 6**      *Monday* SEPTEMBER 28 | *Thursday* OCTOBER 1

*Due*      Project 3 | Photographs

Review      Student GIF animations

Lecture      Domain names + Remote hosting

Demo      Dreamweaver – How to modify supplied P3 template + CSS

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**WEEK 7**      *Monday* OCTOBER 5 | *Thursday* OCTOBER 8

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

*Project*      PROJECT 3 | ABCs of CSS *DUE*

*Important*      Domain Name + Hosting Package must be purchased 1 day prior to class

Lecture      FTP

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

*Assignment*      Alphabetimation

**WEEK 8**  *Monday* OCTOBER 12 | *Thursday* OCTOBER 15

*RonTube*  CSS *The Box Model*  DREAMWEAVER *Creating CSS Rules, Creating & Styling Divs, Inserting Divs, Inserting Rollover Images, Swap Image Behavior*

Lecture  Web Design process
Self-promotion web sites

Demo  Dreamweaver - Styling <div> elements + Swap image behaviors (JavaScript)

*Assignment*  Swap image behaviors (remote rollovers)

*Project*  PROJECT 4 | index.homepage *assigned*

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**WEEK 9**  *Monday* OCTOBER 19 | *Thursday* OCTOBER 22

*RonTube*  DREAMWEAVER *Open New Browser Window*

*Due*  Project 4 | Roughs

Demo  Dreamweaver - More styling <div> elements and behaviors

*Assignment*  More divs & behaviors

*Project*  PROJECT 6 | Final Project – Webfolio *assigned*

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**WEEK 10**  *Monday* OCTOBER 26 | *Thursday* OCTOBER 29

*RonTube*  CSS *Normal Document Flow, CSS Positioning*

Demo  CSS Positioning

*Assignment*  Face it: You need to understand CSS positioning

*Project*  PROJECT 5 | Quotable Site of Citable Quotes

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**WEEK 11**  *Monday* NOVEMBER 2 | *Thursday* NOVEMBER 5

*RonTube*  WEB FONTS *Web Fonts*

*Project*  PROJECT 4 | index.homepage *DUE*

Crit  Project 5 | Quotes + Rough layouts

Demo  More CSS
External Style Sheets
Web Fonts

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**WEEK 12**  *Monday* NOVEMBER 9 | *Thursday* NOVEMBER 12

*Due*  Project 5 | Comps + Wireframes

Demo  Hot Spots + Adding clickable sound using simple JavaScript

| **WEEK 13** | *Monday* NOVEMBER 16 | *Thursday* NOVEMBER 19 |
|---|---|

*RonTube*    JQUERY SLIDESHOW *jQuery Slideshow*
*Project*    PROJECT 4 | Quotable Site for Citable Quotes *DUE*
Lecture    Practical Exam review
Demo    Creating a simple jQuery slideshow

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**WEEK 14**    *Monday* NOVEMBER 30 | *Thursday* DECEMBER 3

*TEST*    Practical Exam

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**WEEK 15**    *Monday* DECEMBER 7 | *Thursday* DECEMBER 10

Optional    Open class to receive help and feedback on your Final Project

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**WEEK 16**    *Monday* DECEMBER 14 | *Thursday* DECEMBER 17

*FINAL*    *Monday* 5:00 – 6:50 pm | *Thursday* 5:00 – 6:50 pm

*Project 6 complete (must be uploaded to your web server by start of final)*
Students will judge projects

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## COURSE INFORMATION

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WHO IS RON ROMAIN? WHAT DOES HE WANT FROM ME? HOW THE HELL CAN I FIND HIM?
I have been teaching design and digital media for more than 35 years – for the past 19 right here in CSUF Comm. Outside of academia, I've been a Visual Communicator for almost 40 years. Which is a pretty good track record for a someone in their early forties.

I do my best to bring as much real life into the classroom as possible. Which isn't easy to do. But one thing that I have learned over all these years is that I can insist on professional communication, which I do. Are you having trouble with a project? Going to be late, or miss a class? Let me know. Think of this class as you would your job. You certainly would communicate with your boss if you were having issues that affected the quality of your work or participation.

Here's how you can reach me:

e-mail *ronromain@fullerton.edu* *(preferred)* | cell 714.673.9365

Office Hours | *via Zoom – more on this below*
Monday  1:00 – 2:30 pm | Tuesday  1:00 – 2:30 pm | Thursday  1:00 – 2:30 pm

## COURSE DESCRIPTION & OBJECTIVE

Interactive Media Design will teach you the process and language of communicating using digital mass media. Unlike design for print, communication for the internet is an immediate and interactive form of media. It is also rapidly evolving. My goal for this class is to give you a strong overview in the basics of visual communication and digital production for internet-based media technologies. To 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 visual 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 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.

## 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 name and hosting service, then upload your site to your remote server. In other words, at the end of this class you will have a website with your own domain name that anyone with an internet connection, anywhere in the world, can view at anytime.
- Create an online portfolio of all the work you execute in this class.

## 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*

## 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. As I mentioned above, treat this class as you would your job. Good communication is key. Finally, I expect what all teachers expect from their students: For you 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 – do NOT assume that your files will remain on your classroom computer – they will NOT)
- 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

## ZOOM

All class meetings will be held on Zoom. Office hours will also be held on Zoom (see page 4 for details). Each week you will be sent a Zoom invite with a link and password which will give you entry to the next class and my office hours.

IMPORTANT | I strongly request that you leave your video turned on during class time. Teaching and learning these materials online is very challenging. But if we all see our faces, I think we'll make a better connection as a group, which will maybe make us feel more like we're in a normal classroom.

## COURSE REQUIREMENTS + ATTENDANCE

ATTENDANCE IS REQUIRED | This course consists of lecture and lab sections. Students are expected to attend both portions of the class. I will keep track of weekly attendance.
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

Assignments are *not accepted* late without prior permission. You must receive permission from me at least 12 hours 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 14).

## GRADING

- Each project, project step, in-class assignment and the practical 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 am required by law to report to the CSUF Title IX office any information you share with me relative to sexual misconduct.