

Pandemic 2

Return of the face mask

Up next... Comm 380 the Syllabus!
But first, this public service message...

No one is sadder than I that we all must wear face masks until at least September 30. But, alas, we do. Below is a copy of the CSU mandate which I copied from the CSUF Covid-19 informational website – <http://coronavirus.fullerton.edu/>

Face Coverings All members of the University community, including contractor's agents and employees, must comply with the California Department of Public Health's "Guidance for the Use of Face Coverings" dated July 28, 2021, including the recommendation that all individuals regardless of vaccination status must wear a face covering indoors, at least until September 30, 2021. Individuals do not have to wear face coverings indoors when (a) alone in a private space such as an office with the door closed, a living unit or vehicle; (b) eating and drinking; (c) showering, washing their face, or brushing their teeth in a residence hall or other University facility with common bathroom facilities; (d) directed by a health care provider to remove their face covering for care or treatment; (e) an accommodation is required; and/or (f) job duties make a face covering infeasible or create a hazard. Face coverings are recommended for unvaccinated individuals outdoors where six feet of physical distancing cannot be maintained.

Here's a link with more information about face coverings and where you can get face masks on campus: <http://coronavirus.fullerton.edu/face-coverings-on-campus/>

This is something that we must do. Not because we are being told to, but because it's the right thing to do. **In our classroom, we most likely have people who will be going home to small children, to someone with immune system deficiencies, or who has not been vaccinated.** We all need to work together to keep everybody safe.

Here are the classroom rules:

- 1 | You must wear a face covering from the minute you enter the classroom until you leave and are outside of the building. You may lift/lower your face covering very briefly to take a drink of water or, in my case, coffee. Please do not eat in class.
- 2 | If you aren't wearing a face covering in class, I will offer you one to wear and request that you wear it. If you won't wear a face covering, then I will ask you to leave class.
- 3 | Please follow these rules and be kind and understanding of differing points of view.

COURSE OUTLINE

(subject to revision)

WEEK 1 *Monday* AUGUST 23 | *Thursday* AUGUST 26

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*

WEEK 2 *Monday* AUGUST 30 | *Thursday* SEPTEMBER 2

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

Project PROJECT 2 | GIF animation *assigned*

WEEK 3 *Monday* SEPTEMBER 6 **HOLIDAY** | *Thursday* SEPTEMBER 9

RonTube **IMAGES & ANIMATION** *GIF Animation – Parts 1 and 2*

Project PROJECT 1 | Self-Portrait **DUE**

Crit Student found Animated GIFs
Project 2 Idea roughs

Lecture Basics of Animation | **Monday class must watch video posted to class website**

Demo Adobe Photoshop | **Monday class must watch video posted to class website**
Basics refresher
Creating an animation

Assignment Muybridge Animated GIF

WEEK 4	<i>Monday</i> SEPTEMBER 13 <i>Thursday</i> SEPTEMBER 16
<i>RonTube</i>	DREAMWEAVER <i>Setting Up Your Site, Setting Up Your Desktop, Formatting Text, Creating Text Links, Inserting Images & Creating Image Links</i>
<i>Due</i>	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
<i>Project</i>	PROJECT 3 ABCs of CSS <i>assigned</i>

WEEK 5	<i>Monday</i> SEPTEMBER 20 <i>Thursday</i> SEPTEMBER 23
<i>RonTube</i>	CSS <i>CSS Basics</i>
<i>Project</i>	PROJECT 2 GIF Animation DUE
Lecture	CSS Basics Face It: You need to understand boxes, margin and padding
Demo	Photoshop - Composition and continuity as it relates to Project 3 Dreamweaver - Creating multiple, interconnected pages + Rollovers
<i>Assignment</i>	Creating a unified group

WEEK 6	<i>Monday</i> SEPTEMBER 27 <i>Thursday</i> SEPTEMBER 30
<i>Due</i>	Project 3 Photographs
Review	Student GIF animations
Lecture	Domain names + Remote hosting
Demo	Dreamweaver – How to modify supplied P3 template + CSS

WEEK 7	<i>Monday</i> OCTOBER 4 <i>Thursday</i> OCTOBER 7
<i>RonTube</i>	DREAMWEAVER <i>Setting Up Your Web Server, Syncing Local & Web Servers, Inserting Audio, Inserting Video</i>
<i>Project</i>	PROJECT 3 ABCs of CSS DUE
<i>Important</i>	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
<i>Assignment</i>	Alphabetimation

WEEK 8 *Monday* OCTOBER 11 | *Thursday* OCTOBER 14

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*

WEEK 9 *Monday* OCTOBER 18 | *Thursday* OCTOBER 21

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*

WEEK 10 *Monday* OCTOBER 25 | *Thursday* OCTOBER 28

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

Demo CSS Positioning

Project PROJECT 5 | Quotable Site of Citable Quotes

WEEK 11 *Monday* NOVEMBER 1 | *Thursday* NOVEMBER 4

Project PROJECT 4 | index.homepage *DUE*

Crit Project 5 | Quotes + Rough layouts

In-class Project 5 Roughs

Assignment Face it: You need to understand CSS positioning

WEEK 12 *Monday* NOVEMBER 8 | *Thursday* NOVEMBER 11 *HOLIDAY*

RonTube **WEB FONTS** *Web Fonts*

Due Project 5 | Comps + Wireframes

Lecture Practical Exam review

Demo External Style Sheets
Web Fonts

WEEK 13 *Monday* NOVEMBER 15 | *Thursday* NOVEMBER 18

RonTube **DREAMWEAVER** *Creating Image Hotspots* **JAVASCRIPT** *Adding Interactive Sound*

TEST Practical Exam

Demo Hot Spots + Adding clickable sound using simple JavaScript

WEEK 14 *Monday* NOVEMBER 29 | *Thursday* DECEMBER 2

Project PROJECT 5 | Quotable Site for Citable Quotes *DUE*

Lecture How to unify your final site | *Project 6 – assigned week 9*

WEEK 15 *Monday* DECEMBER 6 | *Thursday* DECEMBER 9

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

WEEK 16 *Monday* DECEMBER 13 | *Thursday* DECEMBER 16

FINAL *Monday* 1 – 2:50 pm | *Thursday* 1 – 2:50 pm

Project 6 complete – must be LIVE on your server by start of final
Students will judge projects

COURSE INFORMATION

WHO IS RON ROMAIN? WHAT DOES HE WANT FROM ME? HOW THE HELL CAN I FIND HIM?

I have been teaching visual communication and digital media for more than 35 years – for the past 20 right here in CSUF Comm. Outside of academia, I’ve been a graphic designer for 40+ years. Which is all pretty amazing for a guy in his mid-thirties.

I do my best to bring as much real life into the classroom as possible. Which is not an easy task. But one thing that I have learned over the 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 | CP460-22 | 657-278-3587 (*call this number only during below-listed office hours*)

Tuesday **1 – 2:15 pm** | Wednesday **9 – 11 am** | Thursday **1 – 2:15 pm**

PREREQUISITE Comm 317 Digital Foundations

COURSE DESCRIPTION & OBJECTIVE

Interactive Media Design will teach you the process and language of visual communication using digital mass media. Unlike print media, communication for the internet is immediate and interactive. 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.

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 DO IN THIS CLASS?

- Write simple HTML code.
- Create a website using Adobe Dreamweaver to implement and modify HTML and CSS code.
- 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.

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 benefit you in your future internships and career. I also expect you to be professional. 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 a 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.

DOES THIS CLASS USE CANVAS OR A WEBSITE? YES.

The course website – comm380.com – is the hub of our class. This is where you will receive all of the materials that you will use in the course. You will access and use it several times every week in class and out. But you will also use Canvas to turn in assignments/projects, and to review your project, assignment and class grades.

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 for this class.

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 have only a single practical exam at the end of the semester (week 13).

EMERGENCIES

Please notify me within 24 hours of a verifiable serious injury or emergency and I will work with you to stay on track in the course.

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.