COURSE OUTLINE
(subject to revision)

WEEK 1	*Monday* JANUARY 24	*Wednesday* JANUARY 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* JANUARY 31	*Wednesday* FEBRUARY 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* FEBRUARY 7	*Wednesday* FEBRUARY 9

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

WEEK 4   *Monday* FEBRUARY 14 | *Wednesday* FEBRUARY 16

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

Due   Project 2 | Storyboard + GIF animation art

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*

WEEK 5   *Monday* FEBRUARY 21 *HOLIDAY* | *Wednesday* FEBRUARY 23

MONDAY   No class but must watch videos (see below) and meet project/assignment deadlines.

RonTube   CSS *CSS Basics*

DUE   PROJECT 2 | GIF Animation

Lecture   CSS Basics (video – RonTube)
Face It: You need to understand boxes, margin and padding (video – see website)

Demo   Photoshop - Composition and continuity as it relates to Project 3 (video – see website)
Dreamweaver - Connecting pages with hyperlinks + Rollovers (video – see website)

Assignment   Creating a unified group

WEEK 6   *Monday* FEBRUARY 28 | *Wednesday* MARCH 2

RonTube   CSS *The Box Model* DREAMWEAVER *Inserting Rollover Images*

Due   Project 3 | Photographs

Review   Student GIF animations

Lecture   Domain names + Remote hosting

Demo   Dreamweaver – How to modify supplied P3 template + CSS

WEEK 7   *Monday* MARCH 7 | *Wednesday* MARCH 9

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

DUE   PROJECT 3 | ABCs of CSS

Important   Domain Name + Hosting Package (must be purchased at least 24 hours prior to class)

Lecture   FTP

Demo   Dreamweaver – Connecting to remote server via DW FTP + Inserting movie
Premiere Pro – Adding images & music + Exporting Alphabetimation as mp4

Assignment   Alphabetimation

WEEK 8   *Monday* MARCH 14 | *Wednesday* MARCH 16

RonTube   DREAMWEAVER *Creating CSS Rules, Creating & Styling Divs, 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 | your.homepage *assigned*

WEEK 9   *Monday* MARCH 21 | *Wednesday* MARCH 23

RonTube   DREAMWEAVER *Inserting Divs, Open New Browser Window*

Due   Project 4 | Roughs

Demo   Dreamweaver - Inserting <div> elements + More behaviors

Assignment   More divs & behaviors

Project   PROJECT 6 | Final Project – Webfolio *assigned*

WEEK 10   *Monday* APRIL 4 | *Wednesday* APRIL 6

RonTube   CSS *Normal Document Flow, CSS Positioning*

Due   Project 4 | Comp

Demos   CSS Positioning + How to create a wireframe + How to start building your homepage

Project   PROJECT 5 | Quotable Site of Citable Quotes

WEEK 11   *Monday* APRIL 11 | *Wednesday* APRIL 13

RonTube   WEB FONTS *Web Fonts*

DUE   PROJECT 4 | your.homepage

Crit   Project 5 | Quotes + Rough layouts

Demo   Web Fonts + Face it again (using CSS positioning)

Assignment   Face it: You need to understand CSS positioning

WEEK 12   *Monday* APRIL 18 | *Wednesday* APRIL 20

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

Due   Project 5 | Roughs

Lecture   Practical Exam review

Demos   Hot Spots + Clickable sound effects (JavaScript)

WEEK 13   *Monday* APRIL 25 | *Wednesday* APRIL 27

TEST   Practical Exam

WEEK 14   *Monday* MAY 2 | *Wednesday* MAY 4

DUE   PROJECT 5 | Quotable Site for Citable Quotes
Lecture   How to unify a website
Lab | Crit   Ideas for unifying your portfolio site | *Project 6 – assigned week 9*

WEEK 15   *Monday* MAY 9 | *Wednesday* MAY 11

Review   Project 6 judging process
Lab   Work session + Receive help and feedback on your Final Project

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WEEK 16   *Monday* MAY 16 | *Wednesday* MAY 18

FINAL   *Monday* 5 – 6:50 pm | *Wednesday* 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 21 right here in CSUF Comm. Outside of academia, I've been a graphic designer for 40+ years. All of which is 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: 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)*
Monday, Tuesday and Thursday 2 – 3:30 pm *(office hours via Zoom until in-person classes resume)*

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 with interconnected pages using Adobe Dreamweaver to implement and modify HTML and CSS code.
- Style web pages using CSS.
- How to insert various types of media – such as still images (GIF, JPG, PNG), animated GIFs, mp3 audio and mp4 video – into a webpage.
- Purchase your own domain name and hosting service, then upload your site to a remote web 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 are 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 and it will affect your grade.
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 (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.