

**COURSE OUTLINE**

*(subject to revision)*

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**WEEK 1** *Monday* JANUARY 23

- Lecture Overview of class, syllabus and materials
- Demo Photoshop Review – How to crop and resize images  
How to write HTML code
- Assignment* Writing basic HTML
- Project* PROJECT 1 | Self-portrait *assigned*
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**WEEK 2** *Monday* JANUARY 30

- RonTube* **VERY BASICS** File Organization, Web File Naming, File Paths, Local & Remote Servers  
**HTML** HTML Basics, Writing HTML **IMAGES & ANIMATION** Saving Images for Web
- DUE* PROJECT 1 | Photos
- Lecture Web image file formats and resolution  
Importance of file Organization and understanding file paths
- Demo Setting up Local Site Folder  
Photoshop - Saving for Web  
Writing HTML code for Project 1
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**WEEK 3** *Monday* FEBRUARY 6

- MONDAY** No class but must watch videos posted to class website and meet project deadlines.
- RonTube* **IMAGES & ANIMATION** GIF Animation – Parts 1 and 2
- DUE* PROJECT 1 | Self-Portrait
- TEST* Skills Test | Hand Coding (*Monday class will not take this test*)
- Lecture History of GIF animations  
Basics of Animation
- Demo Adobe Photoshop – Creating a GIF animation
- Assignment* Muybridge Animated GIF
- Project* PROJECT 2 | ABCs of CSS *assigned*

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**WEEK 4**     *Monday* FEBRUARY 13

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

**DUE**     Muybridge Animated GIF assignment

Lecture     Self-portrait projects + Overview of CSS + More on file organization

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

*Assignment*     Homepage

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**WEEK 5**     *Monday* FEBRUARY 20 **HOLIDAY** | NO CLASS MEETING

**RonTube**     **CSS** *CSS Basics, The Box Model*

**DUE**     PROJECT 2 | Photos  
Homepage assignment

Lecture     CSS Basics and The Box Model

Demos     Face It: You need to understand boxes, margin and padding  
Photoshop - Composition and continuity as it relates to Project 2  
Dreamweaver - Connecting pages with hyperlinks + Rollovers

*Assignment*     Creating a unified group

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**WEEK 6**     *Monday* FEBRUARY 27

**RonTube**     **DREAMWEAVER** *Inserting Rollover Images*

**DUE**     PROJECT 2 | Concept and Copy  
Unified Group assignment

Lecture     Web Design Process

Demo     Dreamweaver – How to modify supplied Project 2 template

**Project**     PROJECT 3 | index.homepage *assigned*

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**WEEK 7**     *Monday* MARCH 6

**RonTube**     **DREAMWEAVER** *Creating CSS Rules, Creating & Styling Divs, Swap Image Behavior*

**DUE**     PROJECT 2 | ABCs of CSS  
PROJECT 3 | Roughs

Lecture     How to create Project 3 comp  
How to purchase your domain name and web hosting

Demo     Swap Image Behaviors

*Assignment*     Swap Image Behaviors assignment

**Project**     PROJECT 5 | Webfolio *assigned*

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<b>WEEK 8</b>	<i>Monday</i> MARCH 13
<i>RonTube</i>	<b>DREAMWEAVER</b> <i>Setting Up Your Web Server, Syncing Local &amp; Web Servers, Inserting Divs</i>
<i>DUE</i>	PROJECT 3   Comp Domain + Hosting (must be purchased/submitted at least 24 hours prior to class) Swap Image Behaviors assignment
Lecture	How to create Project 3 wireframe FTP + File organization
Demos	Dreamweaver – Connecting to remote server via DW FTP More Divs & Behaviors (remote rollovers)
<i>Assignment</i>	More Divs & Behaviors assignment

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<b>WEEK 9</b>	<i>Monday</i> MARCH 20
<i>RonTube</i>	<b>DREAMWEAVER</b> <i>Open New Browser Window</i>
<i>DUE</i>	PROJECT 3   Wireframe
<i>TEST</i>	Skills Test   Basic Positioning
Demo	How to build your homepage from scratch More Divs & Behaviors assignment (continued)

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<b>WEEK 10</b>	<i>Monday</i> APRIL 3
<i>RonTube</i>	<b>CSS</b> <i>Normal Document Flow, CSS Positioning</i>
<i>DUE</i>	PROJECT 3   index.homepage More Divs & Behaviors assignment
Lecture	Normal Document Flow vs CSS Positioning
Demo	CSS Positioning
<i>Assignment</i>	Face It 2
<i>Project</i>	PROJECT 4   Quotable Site of Citable Quotes

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<b>WEEK 11</b>	<i>Monday</i> APRIL 10
<i>RonTube</i>	<b>WEB FONTS</b> <i>Web Fonts</i>
<i>DUE</i>	PROJECT 4   Quotes + Roughs Face It 2 assignment
<i>TEST</i>	Skills Test   Behaviors
Crit	Project 4   Roughs
Demo	Web Fonts

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**WEEK 12** *Monday* APRIL 17

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

**DUE** Project 4 | Comp

Crit Project 4 comps

Lecture Color resources

Demo Hot Spots + Clickable sound (JavaScript)

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**WEEK 13** *Monday* APRIL 24

**DUE** PROJECT 4 | Wireframe

**TEST** Skills Test | CSS Positioning

Lecture Review Project 5 Webfolio | *Project 5 – assigned week 7*

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**WEEK 14** *Monday* MAY 1

**DUE** PROJECT 4 | Quotable Site for Citable Quotes

Lecture How to unify a website

Lab Project 5 roughs – How will you unify your site

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**WEEK 15** *Monday* MAY 8

Lecture Review Project 5 judging process

Demo Simple jQuery Slideshow

Lab Work session + Receive help and feedback on your Final Project

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**WEEK 16** *Monday* MAY 15

**FINAL** *9am class 11 am – 12:50 pm | 4pm class 5 – 6:50 pm*

*Project 5 complete – must be LIVE on your 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 visual communication and digital media for 40 years – for the past 22 right here in CSUF Comm. Outside of academia, I've been a graphic designer for 45+ 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](mailto:ronromain@fullerton.edu) (preferred) | cell 714.673.9365

Office Hours | CP460-22 (office hours are in-person)

Monday 1 – 2 pm | Tuesday + Thursday 2 – 3:30 pm

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**PREREQUISITE** Comm 317 Digital Foundations

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### 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 a unique and impactful manner.

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### 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.

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## 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](#)

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## 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.
- Learn 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.

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## 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.

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## SHARING YOUR WORK

I enjoy sharing the work you do in this class to inspire future students. Please let me know if you'd prefer that I not share your work.

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## 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/](http://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.

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## DOES THIS CLASS USE CANVAS OR A WEBSITE? YES.

The course website – [comm380.com](http://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.

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## 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.

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## 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.

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## EXTRA CREDIT

There is no extra credit.

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## TESTS

We will have 4 practical skills tests throughout the semester. The purpose of these tests is to make sure that you are gaining the necessary skills to successfully complete the class.

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## 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.

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## 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%**

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## 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.

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## 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

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## 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.