
COURSE OUTLINE

(subject to revision)

WEEK 1 *TUESDAY | JULY 5*

- Lecture Overview of class, syllabus and materials
The basics of HTML
- Demo Photoshop – How to crop and resize images
Writing HTML code
- Assignment* Writing basic HTML | due Wed July 7 by start of class
- Project* PROJECT 1 | Self-portrait *assigned*

WEDNESDAY | JULY 6

- 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
Writing basic HTML assignment
- Lecture Web images – file formats and resolution
File organization
Understanding file paths: absolute vs relative
- Demo Setting up Site + working files folders
Photoshop – Saving images for web
Writing HTML code for Project 1
- Lab Work on Project 1

THURSDAY | JULY 7

- RonTube* **IMAGES & ANIMATION** *GIF Animation – Parts 1 and 2*
- DUE** Project 1 complete
- Lecture Basics of Animation
GIF animations
- Demo Photoshop – Basics refresher + Creating a GIF animation
- Assignment* Muybridge Animated GIF
- Project* PROJECT 2 | ABCs of CSS *assigned*

WEEK 2 *TUESDAY | JULY 12*

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

DUE Muybridge Animate GIF assignment

Lecture Review self-portrait projects
The basics of CSS

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

WEDNESDAY | JULY 13

RonTube *CSS The Box Model*

Lecture The Box Model

Demo Face It | You need to understand boxes, margin and padding
Photoshop - Cropping a group of images to create continuity
Dreamweaver - Creating multiple, interconnected pages + Rollovers

Assignment Creating a Unified Group

THURSDAY | JULY 14

DUE Project 2 photos
Creating a Unified Group assignment

Review Student GIF animations

Lecture Purchasing Domain + Remote hosting

Demo Dreamweaver – How to modify supplied Project template

WEEK 3 *TUESDAY | JULY 19*

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

DUE Project 2 complete
Domain and Hosting | must be purchased by Monday, July 19 at 11am

Lecture FTP + Review of importance of file organization
Web design process + Self-promotion websites

Demo Photoshop – Tweens + Exporting .mp4 video file
Dreamweaver – Connecting/Syncing to remote server + Inserting .mp4 video

Assignment Alphetimation

Project PROJECT 3 | index.homepage *assigned* | PROJECT 5 | Webfolio *assigned*

WEDNESDAY | JULY 20

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

DUE Project 3 roughs | *Presentation & Critique*
Alphetimation assignment

Lecture Project 3 Comp and Wireframe

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

Assignment Swap Image Behaviors

THURSDAY | JULY 21

RonTube **DREAMWEAVER** *Open New Browser Window*

DUE Project 3 comp | *Presentation & Critique*
Swap Image Behaviors assignment

Demo How to create Project 3 wireframe
Dreamweaver - More styling <div> elements and behaviors + Creating new index.html
+ More styling <div> elements + swap image behaviors

Assignment More Divs & Behaviors

Project PROJECT 4 | Quotable Site of Citable Quotes *assigned*

WEEK 4 *TUESDAY | JULY 26*

RonTube *CSS Normal Document Flow, CSS Positioning*

DUE Project 3 complete
Project 4 quotes | *Presentation*
More Divs & Behaviors assignment

Demo CSS Positioning
Face It again | You need to understand CSS positioning

Lab Project 4 roughs and/or Face It again assignment

Assignment Face It again

WEDNESDAY | JULY 27

RonTube **WEB FONTS** *Web Fonts*

DUE Project 4 roughs | *Presentation & Critique*
Face It again assignment

Demo External Style Sheets
Web Fonts

Lab Open

THURSDAY | JULY 28

DUE Project 4 comp | *Presentation & Critique*

Lecture Color resource websites

Demo Image hot spots
Adding clickable sound using simple JavaScript

Lab Open

WEEK 5 *TUESDAY* | AUGUST 2

Lecture Review of Project 5 Webfolio
Student judging of final sites
How to unify your site

Lab Open

WEDNESDAY | AUGUST 3

Lab Open

THURSDAY | AUGUST 4

DUE *By start of class at 11am*
Project 4 complete
Project 5 complete

Important note Site *must* be live on student's server and turned in to Canvas

Lab Student judging of student sites

COURSE INFORMATION

WHO IS RON ROMAIN? WHAT DOES HE WANT FROM ME? WHERE IS HE HIDING?

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 over 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 manager 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 *11am – 12pm*

Tue Wed Thu *at the end of each class for up to 1/2 hour*

Friday *by appointment*

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 impactful 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.
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DEPARTMENT OF COMMUNICATIONS LEARNING OUTCOMES

Each of the four 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?

- Using digital media, execute five visual communication projects, and several in-class assignments
 - Write simple HTML code.
 - Create a GIF animation.
 - Use Adobe Dreamweaver to create page structure and insert content through use of HTML code, and to style web pages using CSS code.
 - 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 a 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.
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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 I not share your work.

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 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 | *Adobe Creative Cloud required for*

- CSUF student license for Adobe Creative Cloud (CC) – *required for online classes, STRONGLY recommended for in-person classes.*
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.

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 assignment, project and class grades.

ZOOM

All class meetings will be held on Zoom. Office hours will also be held on Zoom (see page 5 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 (this info will also be available on the class Canvas page).

IMPORTANT | *I require 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 believe 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 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 | *Not applicable to summer session*

Since I wish to accomplish as much hands-on, project-based work as possible this semester, therefore 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.