



DGMA 2183-P01 Fundamentals of Interactive Media Spring 2017

Instructor: Hira Tariq
Section # and CRN: Section P01 CRN 23339
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Office Hours: MWF 8am–1pm
Mode of Instruction: Face to Face

Course Location: Nathelyne Archie Kennedy Building, Room 232 Digital Media Arts Computer Lab
Class Days & Times: MW 2pm–4:50pm
Catalog Description: This course is an introduction design principles of interactive website design with an emphasis on technical proficiency, interface design, usability, and aesthetic appeal. Prerequisites: DGMA 2173, Minimum grade is C.

Prerequisites: **DGMA 2173**
Co-requisites: N/A

Required Books:

1. *HTML&CSS design and build websites*, Jon Duckett, ISBN: 978-1-118-00818-8
2. *Don't Make Me Think*, Steve Krug, ISBN 0-321-34475-8
3. *The Art of Interactive Design*, Chris Crawford, ISBN 1-886411-84-0
4. *The Fundamentals of Interactive Design*, Michael Salmond/Gavin Ambrose, ISBN – 10: 2940411867

Technology Lab Students will utilize the Digital Media Arts Computer Lab located in Room 232.

Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Examine various interactive product designs		
2	Understand human-computer interaction		
3	Apply effective user-interface design across platforms		
4	Utilize a variety of platforms and formats in delivery of interactive content		
5	Examine functionality, content, and usability for various interactive formats		
6	Author an interactive product		

Major Course Requirements

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

- **Assignments/Papers/Exercises:** Written assignments designed to supplement and reinforce course material, this includes your Design Notebook/Journal.
- **Projects:** Assignments designed to measure ability to apply presented course material. Each project will be graded on the following criteria: Project Requirements, Sketch Process/Creativity, Message/Center of Interest, Execution/Technique, and Deadlines.
- **Participation:** Participation in class discussions and critiques. This grade will be imbedded into the project grades.
- **Attendance:** See attendance policy for complete calculations of grades.

Method of Determining Final Course Grade

Course Grade Requirement	Value	Total
1) Assignments/Papers/Exercises	20%	
2) Class Participation and Attendance	10%	
2) Projects	40%	
3) Final Portfolio	30%	
Total:	100%	

Grading Criteria and Conversion:

A = 90–100
B = 80–89
C = 70–79
D = 60–69
F = 0–59

Supplies

These are items that you will use throughout the your tenure here. Please purchase and maintain these items for use in studio courses. The faculty will not loan out or purchase materials for you. It is imperative for you to be prepared for studio with these materials.

Visit your local craft and hobby stores. Many of these places will offer coupons that will greatly reduce your costs. Check local newspapers as well as store websites for coupons. Supplies will be found in the art and hobby sections of the stores.

USB Flash drive or portable external hard drive

A roll of tracing paper (18" wide, 20- or 50-yd roll)

Set of black fine tip pens (Sharpie, Micron, Prismacolor, Artline, or Copic)

Sketch book 11"x14" (recommended)

Letramax or similar brand black display board

Scotch Super 77 spray adhesive

24" T-square (recommended)

Clear Plastic Triangle 30/60/90 & 45° (recommended)

24-36" ruler with foam or corked backing

Various art materials as needed per studio (recommended)

Self-healing cutting mat (recommended)

Course Procedures or Additional Instructor Policies

Taskstream

Taskstream is a tool that Prairie View A&M University uses for assessment purposes. One of your assignments may be considered an "artifact," an item of coursework that serves as evidence that course objectives are met. More information will be provided during the semester, but for general information, you can visit Taskstream via the link in eCourses.

Textbooks and Supplemental Texts

It is imperative that you the student purchase your own textbooks.

Instructor's Attendance Policy

If you are absent, it is your responsibility to know what you have missed BEFORE you attend the next class session. Check eCourses and project sheets for all updates.

Your attendance and participation are expected and required. This is a studio class designed to be an interactive and collaborative environment that encourages students to create works as well as discuss design. If you are absent or do not participate then you are not an asset to the learning environment and you cannot successfully progress in the coursework. Attendance during lectures, demonstrations, and studio time is critical to passing the course.

Absences

More than 4 absences by a student during the semester will result in a reduction of student's final semester grade by one letter. **8 or more absences will result in course failure.**

Tardies

A student is marked as tardy if he/she arrives after the roll has been called. Early departures from class will be marked as an absence. A student arriving more than thirty minutes after the start time of the class will be marked absent. 3 tardies will be equal to 1 absence. If you are tardy, it is your responsibility to let your instructor know you are present.

Submission of Assignments

All assignments will be posted on eCourses. All work is to be turned in BEFORE or on the due date during class. Be mindful of all due dates. **You will not be reminded when work is due. NO LATE WORK WILL BE ACCEPTED. Do not beg for extra credit particularly at the end of the semester because none will be assigned.**

It is your responsibility to make sure that you can log onto eCourses. No exceptions will be made for those who do not attend to this matter. If you are having trouble with eCourses, call IT, 936-261-2525 and get it resolved quickly.

Formatting Documents

There may be times where you will need to upload files to eCourses. Microsoft Word is the standard word processing tool used at PVAMU. If you're using other word processors, be sure to use the "save as" tool and save the document in either Rich-Text or plain text format. **THE ONLY FILE FORMATS THAT WILL BE ACCEPTED ARE: Microsoft Word (.doc or .docx), Pages (.pages), Text files (.txt or .rtf), PDFs, PowerPoint/Keynote (when required) and .jpg/.png files. Any file not submitted in those formats with the correct file name WILL NOT BE GRADED.**

All file names must include your last name, underscore, first initial, underscore and title of the assignment. For example, for the first assignment: Moore_T_texture.doc. **ANY FILE NOT SAVED IN THE CORRECT MANNER WILL NOT BE GRADED.**

Exam Policy

Exams should be taken as scheduled. No makeup examinations will be allowed except under documented emergencies (See Student Handbook). There is no make-up for the final.

Email Correspondence

E- Correspondence must come from your official University e-mail account. Be sure to follow the format if you desire your email to be answered. All emails must include: 1. An official greeting; 2. Message that includes your name, course in which you are enrolled, and the concern that needs the professor's attention; 3. A coherent message written in correct grammar and sentence structure and does not include texting language; and 4. A proper signature.

The professor reserves the right to not respond to any e-mails that do not follow the above-mentioned requirements

Personal Conduct

Students who are absent for University Business must notify the professor BEFORE they leave. In addition, you must provide a copy of an official University Excuse letter. If for whatever reason, you are unable attend class, it is your responsibility to know what you have missed. Check Connect Art and eCourses for any assignment updates BEFORE you attend the next class period.

Students and faculty are expected to conduct themselves in ways that support individual learning and the learning of others. To that end members of the classroom community will conduct themselves in a professional and ethical manner to achieve these objectives. Any conduct construed to interfere with the learning opportunities of members of the class may result in the removal of the student from the class for that day. Repeated inappropriate conduct will result in permanent removal from the class. You are expected to adhere to the following specific guidelines:

1. During regular class periods all students are expected to dress appropriately in accordance with university regulations so that no disruptions in the learning experience will occur.
2. Dress Code for Presentations: Although there is no formal dress code for the university, you must dress accordingly for all formal presentations in this class (Final Portfolio Presentation). The dress code for that day is business casual:

Men: Khaki or dark pants, neatly pressed. No cargo pants or patterned pants are allowed. Pressed long-sleeved, buttoned solid shirt. Polo style shirts, unwrinkled, are appropriate as well. Shirt must be tucked into the pants. If possible, wear leather belt and leather shoes. Athletic shoes and rubber-soled shoes are inappropriate. Hair and facial hair should be neat and presentable. You must wear dress socks!

Women: Dark skirt or pants. Khaki pants are acceptable. No cargo pants. Skirt should fall 2 inches above the knee or lower. Buttoned solid shirt. Sweaters are appropriate. Mini-skirts and cleavage are inappropriate. Shoes should be dark in color. Height of the heel should not exceed 2.5 to 3 inches. Stilettos are inappropriate. Jewelry should be minimal and not overwhelming: no large earrings, necklaces, and bracelets. Hair must be neat and presentable and make-up should not be dramatic.

3. No food or drink is allowed in the classroom at any time.
4. Cellular telephones are to be turned off or put on silent ring tone during the class period. Texting is strictly prohibited during the class period. No "ear phone" units will be allowed. If your cell phone rings during the lecture or you are texting you are subject to losing points on the next assignment that is due. Cell phone use is only permitted at the direction of the professor.
5. Laptops must emit no noise. Make sure your laptop is warmed up and your battery charged before class starts. A laptop is allowed only for taking notes or accessing relevant course material during the class. Checking email, playing a game, messaging and other non-class related activities are not allowed at any time. Any person caught using laptops for non-class related activities will be subject to losing points on the next assignment that is due.
6. Harassment of your fellow students of any kind will not be tolerated.

No children, friends, family members or guests are allowed in the class without prior approval.

Conduct of Class and Care of the Facility

Please note the following rules for the conduct of the class.

1. Class will begin at the appointed time.

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2. Class is dismissed when so indicated by the instructor. Students are expected to be on time and stay throughout the entire class period. Leaving the classroom before the class is dismissed without prior approval from the instructor will result in an absence for that day.
3. All class members are required to keep the classroom in a clean and orderly manner to facilitate the number of students using it each day.
4. Handouts and Courses Resources will be posted to eCourses. It is your responsibility to download and print.

Semester Calendar

Week One:	Introduction
Chapter (s):	Introduction and Chapter 1 – Age of Context
Assignment (s):	Assignment 1
Week Two: Topic	Principles of Interactive Art/Media
Chapter (s):	Readings will be posted
Assignment (s):	Project 1
Week Three: Topic	Wireframes – Elements of User Experience
Chapter (s):	
Assignment (s):	Project 1
Week Four: Topic	Functionality and Visual Aesthetics
Chapter (s):	
Assignment (s):	Project 1
Week Five: Topic	Prototyping for Pitching Ideas and Target Audience
Chapter (s):	
Assignment (s):	Project 1
Week Six: Topic	Process
Chapter (s):	
Assignment (s):	Project 2
Week Seven: Topic	Asset Design for Applications and websites
Chapter (s):	
Assignment (s):	Project 2
Week Eight: Topic	Website Design vs Web Art
Chapter (s):	
Assignment (s):	Project 2
Week Nine: Topic	Applied Elements
Chapter (s):	
Assignment (s):	Project 3
Week Ten: Topic	Games
Chapter (s):	
Week Eleven: Topic	User Interaction/ Navigation
Chapter (s):	
Assignment (s):	Project 3
Week Twelve: Topic	Game Designers
Chapter (s):	
Assignment (s):	Project 3
Week Thirteen:	Prototyping and Beta Testing
Chapter (s):	
Week Fourteen: Topic	Polishing - Presentations
Chapter (s):	
Week Fifteen: Topic	Submission Term Project
Chapter (s):	
Assignment (s):	

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission "to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service" and to support the University's core values of "access and quality, diversity, leadership, relevance, and social responsibility" through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty.

Center for Academic Support

The Center for Academic Support (CAS) offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Tutoring Center is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library

COMPASS

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Location: Hilliard Hall 121

University Rules and Procedures

Disability statement (See Student Handbook):

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

Academic misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of academic dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Attendance Policy

Prairie View A&M University requires regular class attendance. Excessive absences will result in lowered grades. Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

Disability statement (See Student Handbook):

Students with disabilities, including learning disabilities, who wish to request accommodations in class should register with the Services for Students with Disabilities (SSD) early in the semester so that appropriate arrangements may be made. In accordance with federal laws, a student requesting special accommodations must provide documentation of their disability to the SSD coordinator.

TECHNICAL CONSIDERATIONS**Minimum Recommended Hardware and Software:**

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

Note: Be sure to enable Java & pop-ups

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

Netiquette (online etiquette):

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

Technical Support:

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

Communication Expectations and Standards:

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement:

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

It is strongly suggested that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it should be copied and pasted to the discussion board.

STATEMENT OF AGREEMENT

I have read the Course Syllabus for **DGMA 2183-P01 Fundamentals of Interactive Media** for the Spring Semester 2017, including the Class Lecture and Event Schedule, and agree to abide by the conditions for the class as spelled out in this document. My signature indicates my personal commitment to meeting the course objectives and succeeding in this educational endeavor.

Signature-Student

Student name (Please print neatly)

Student ID #

Date

Signature-Instructor

Instructors name

Date

RETURN THIS PAGE FROM THE SYLLABUS TO THE INSTRUCTOR TO COMPLETE YOUR ENROLLMENT IN THIS COURSE.

 **RECEIVED WITH STUDENT'S SIGNATURE:** _____

☒ **ENTERED INTO GRADE BOOK:** _____
