



Interactive Arts + Media

## AUTHORING INTERACTIVE MEDIA 2

36-3405-01 – 3 credits  
Tuesdays, 12:30 pm – 3:20 pm  
1600 S. State St., room 103

Columbia College Chicago  
600 S. Michigan Ave. Chicago IL  
<http://iam.colum.edu>

**Instructor Name:** Erik Brown  
**Oasis E-Mail Address:** [ebrown@colum.edu](mailto:ebrown@colum.edu)  
**Preferred E-Mail Address:** [erik@ecbrown.org](mailto:erik@ecbrown.org)  
**Class portal:** <http://oasis.colum.edu>

**Dept. Phone:** (312) 369 7578 (Blanca Martini)  
**Dept. Fax:** (312) 369 8084  
**Office location:** 916 S. Wabash Ave., room 110  
**Class website:** <http://www.ecbrown.org/aim2>

**Introduction:** This class is a continuation of the focus on interactive design through web development, based on the Authoring Interactive Media course. Like its predecessor, this will lean heavily on the technical aspects of web development, but will be a potpourri of related subjects: social and digital media theory, aesthetic strategies, marketing strategies, team project development, etc.

**Course Description/Rational:** This project-oriented course covers intermediate design and production issues involved in the creation of Web sites. Using software for creation and site management, students build cross-platform Web sites that use thoroughly conceived interface and navigation schemes. Students learn to design and develop efficient, easily edited and updated sites. Emphasis is placed upon innovation and effective layout and design, information architecture, navigation, and usability.

**Prerequisites:** 36-2601 Authoring Interactive Media

**Instructional Resource Fee:** \$70

**Add/Drop and Withdrawal Dates:** In the Spring Semester You can add a class until **Saturday, Feb. 2**. You have the option to drop a class until **Sunday, Feb. 3**. You may withdraw from a class, and receive a “W” grade, until **Saturday, March 23**.

[http://www.colum.edu/Administrative\\_offices/Academic\\_Affairs/Calendar.php](http://www.colum.edu/Administrative_offices/Academic_Affairs/Calendar.php)

## GOALS AND OBJECTIVES

At the conclusion of this course students will be able to:

- Demonstrate the ability to integrate media into an interactive multimedia project.
- Demonstrate an understanding of the underlying concepts behind, and be able to create interactive projects using current production technologies.
- Demonstrate the ability to successfully develop interactive strategies using methodology introduced in the Media Theory and Design classes.
- Be able to develop goal-oriented media.
- Apply cultural and critical theory to create work that considers contemporary cultural and social conditions.
- Look critically at the current state of the art in interactive production through exposure to the profession.
- Be able to create projects that emphasize discourse and dialogue (interactivity rather than exposition).
- Produce finished piece for inclusion in student portfolio.

## COURSE WORK and GRADING:

In addition to the general work discussed above, your performance in this class is judged in part on participation, writing and critique assignments, exams, and the final project. The course instructor is the final decider on the grade you have earned in the course. Posted grades do not necessarily reflect the final grade you will receive in the class.

### Assignments and Projects:

Any Assignment, Project will lose 10% of its credit (the equivalent of one letter-grade) if not turned in on the day it is due. Late work is eligible for reduced credit until 2 weeks after the initial due date, at which point the credit is forfeit. No work will be accepted after the last class of the semester. Problems with computers (printers or emails) do not suffice as explanation for late assignments. If you are absent, your work must either be posted to your class website, or turned in via email by the class that it is due, or a late penalty will apply. In the case of graded class presentations, you may present to the class on the following meeting without a grade penalty, but you must email the materials to me by the due date, so that I can see that you were indeed prepared for that presentation.

### Course Work Percentage Breakdown

- 20% Project 1
- 30% Project 2
- 30% 6 Assignments
- 10% 3 Journal Entries
- 10% Class Portfolio Site
- 5% *Extra credit Journal Entry*

Assignment	Due
Project 1	03/12/13
Project 2	05/14/13
Assignment 1	02/12/13
Assignment 2	03/08/13
Assignment 3	04/02/13
Assignment 4	04/23/13
Assignment 5	04/23/13
Assignment 6	05/07/13
Journal 1	02/05/13
Journal 2	02/26/24
Journal 3	03/19/13
Journal 4 (xtra credit)	04/30/13
Portfolio v.1	02/05/13
Portfolio v.2	05/07/13

Please note that grades are assigned as follows:

A = 93 % and above

A- = 90 - 92%

B+ = 87 - 89%

B = 83 - 86%

B- = 80 - 82%

C+ = 77 - 79%

C = 73 - 76%

C- = 70 - 72%

D = 60- 69%

F = 59% and below

The instructor is the final arbiter of all grades for the class. Posted grades do not necessarily reflect the final grade you will receive in the class. Please note that the only grades given in this class are as follows:

Quality of Performance	Description	Grade
Excellent	The student has exceeded the high expectations of the course (excellent effort and products).	A, A-, B+
Good	The student has met the high expectations of the course (good effort and products).	B, B-, C+
Satisfactory	Acceptable achievement. The student has shown some effort and is showing growth, but is not meeting the high expectations of the course.	C
Poor	Minimal achievement (The student has not met the requirements of the class and must repeat the course, if required by their Major.)	C-, D
Failure	Inadequate achievement (The course must be repeated.)	F
Incomplete	See section on Incomplete Grade below.	Inc.

### Grade Requirements for Major:

You are required to finish with a "C" grade or better if this class is required for your Major, or is a prerequisite for a class required by your major. If you do not, you must take this class again and cannot advance to the next required class.

### Incomplete Grade:

An Incomplete Grade (I) can only be issued for an undergraduate student who has met the following criteria: The student has successfully completed all course requirements to date but is faced with unexpected circumstances during the final weeks of the semester resulting in the inability to complete course

requirements by the end of the semester. The student must have, in the instructor's estimation, the ability to complete missed course requirements outside of class and by the end of the eighth week of the following semester. The instructor must agree to evaluate the student's work and replace the Incomplete grade before the end of the following semester. An agreement specifying work to be completed and a due date must be signed by both instructor and student and approved by the Department Chair. In the event that an instructor is no longer employed by the College, a program Coordinator, Director, or the Department Chair can evaluate the work and assign the course grade.

### Academic Progress Report (APR)

New Federal guidelines require that students be dismissed from the college who fail to attain "Satisfactory Academic Progress" (SAP) for two semesters in a row. SAP is defined as achieving at least a 2.0 GPA, and a 2/3 completion rate (e.g., 4 classes successfully completed out of 6 classes enrolled; note that withdrawals do not affect GPA but DO affect completion rate). Columbia College has a range of programs to help students with difficulties, and has implemented a new Academic Progress Report (APR) to identify students who may benefit from that help.

**During the fifth week of the semester**, teachers will review a checklist of their students, and rate each student "Satisfactory," "Unsatisfactory," or "Never Attended." Students rated "Unsatisfactory" will be contacted and help will be offered. The APR rating is NOT a grade – it's an advising tool to help students in their progress toward a Columbia College degree.

### Course Readings:

There are no books to be purchased for this course.  
Assigned readings will be online or distributed as PDFs.

### Required Materials:

<sup>35</sup>/<sub>17</sub> Removable media for archiving (such as a USB drive, iPod or CDR's)

### CLASSROOM POLICIES:

**Email:** All students are assigned a @loop.colum.edu email when they first register. This is the only email that instructors use to contact you about assignments, scheduling, or other classroom issues. It is your responsibility to check this email regularly for information. You can access you @loop.colum.edu email via a link at the bottom of the left hand column of the Oasis portal. (<http://oasis.colum.edu>) We recommend that you either check that email daily or forward it to an email account that you do check daily.

**Backup and Archival Policy:** Students are responsible for maintaining their own backup copies of all digital works. The Interactive Arts and Media department provides each registered student with server storage space as a courtesy and convenience, but does not guarantee access to that server space nor does it guarantee the safety of those digital files. Maintain your own electronic backup of your important files.

Additionally, as part of this class, you may be asked to provide all class work, documentation, proposals, and projects in electronic form on a CD or DVD-ROM on the last day of class. Your instructor will inform you if this is required, and of the specifics of the requirement.

**Academic Honesty and Conduct:** Academic honesty is expected of all students. Any inappropriate use of materials or plagiarism will not be tolerated. (See Academic Integrity Policies on pg. 18 of the Columbia Catalog.)

In line with Columbia's Student Code of Conduct, students are reminded that Columbia expects students to treat each other, faculty, and staff with respect. Harassment of any kind is forbidden, as is exposing students or faculty to material and images that might be considered offensive.

All work submitted in this course for academic credit must be your own original work, the original work of the group of students cooperating in a project, and/or adhere to all relevant copyright and intellectual property ownership laws. You are all responsible for your own work, and while consultation and discussion of course topics with other students is encouraged, submitting another student's work as one's own - in whole or in part - will result in a zero for that assignment for all students involved. Additional penalty for violation of this policy could be extended to include failure of the class or other disciplinary action at the discretion of the instructor, the department, or Columbia College Chicago.

For more information on the use of copyright material please consult the following sources –

Copyright and Fair Use - <http://fairuse.stanford.edu/>

The U.S. Copyright Office - <http://www.copyright.gov/>

Digital Millennium Copyright Act - <http://www.copyright.gov/legislation/dmca.pdf>

Fair Use of Online Video - <http://tinyurl.com/5gw89s> (American University)

**Attendance:** Students are expected to attend every session and arrive on time, prepared for the class at the indicated start time. It is the Interactive Arts and Media departmental policy that a student automatically fails the class upon their third unexcused absence. (You are out on the third strike.) Two late arrivals (after the beginning of class) equal one absence. Lateness of more than one-half hour is the equivalent of an unexcused absence. Students leaving class early are considered late for the amount of time missed. Students who do not get to class before mid-class break, or do not return after the break, will be marked as absent for that session. Medical and other emergency leave of absences follow a different policy. Please contact your instructor if such a situation arises.

Students are expected to maintain communication with their instructor regarding their presence in class. Maintaining communication with the instructor allows that instructor the option of marking an absence as excused, rather than unexcused, at his or her discretion. All communication regarding an absence or lateness should occur before the session in question. Contact information for the instructor is at the top of this syllabus.

An absent student is still responsible for turning in all required assignments on time, unless a prior arrangement is made with the instructor. The instructor may, at his or her discretion, require make-up work or assignments in the place of missed class work.

**Class Website Policy:** As part of this class, you will be expected to create and maintain a class portfolio website. This website should feature all of your in-class and homework assignments. It is your responsibility to maintain working links to all of these projects. These links will be used for grading the projects and a missing link will be considered the same as a missing assignment. You are also solely responsible for the content of your class website. (See the information on Academic Honesty and Copyrights in a preceding section.)

**STUDENTS WITH DISABILITIES**

[http://www.colum.edu/Academics/Learning\\_Studio/Conaway\\_Achievement\\_Project/index.php](http://www.colum.edu/Academics/Learning_Studio/Conaway_Achievement_Project/index.php)

Columbia College Chicago seeks to maintain a supportive academic environment for students with disabilities. Students who self-identify as having a disability should present their documentation to the Services for Students with Disabilities (SSD) office. After the documentation has been reviewed by the SSD office, a Columbia College accommodation letter will be provided to the student. Students are encouraged to present their Columbia accommodation letters to each instructor at the beginning of the semester so that accommodations can be arranged in a timely manner by the College, the department, or the faculty member, as appropriate. Accommodations will begin at the time the letter is presented. Students with disabilities who do not have accommodation letters should visit the office of Services for Students with Disabilities, Room 304 of the 623 S. Wabash building (312-369-8296).

**LEARNING STUDIO**

<http://www.colum.edu/learningstudio>

As this course utilizes writing principles and concepts, we highly recommend you visit the Writing Center (WC) in the Learning Studio. The WC consultants in the Learning Studio will collaborate with you on any writing assignment or project. The Learning Studio, located on the first floor at 618 S. Michigan, is an excellent resource for your academic progress and success. The Learning Studio also provides tutoring from Accounting, from the Science and Math Learning Center, and from the Foreign Languages Lab. Students who use the Learning Studio tend to get better grades, so I encourage you all to make the most of this opportunity. You can make an appointment through Oasis (using the “My Appointments” tab), call the Learning Studio at 312-369-8130, or drop in.

**COUNSELING SERVICES**

<http://www.colum.edu/students/Health/counseling-services/>

The office of Counseling Services is committed to helping students reach their highest academic and personal potential. Our aim is to help students fulfill their educational goals with minimal distractions. We realize that students might encounter difficult situations that could impede their academic, personal, and social progress. Our services are designed to help these students address their concerns and increase their self-awareness while empowering them to manage challenging areas in their lives.

Counseling Services are provided free of charge. Services include individual, couple, and group therapy for students. Therapists are also available for workshops and presentations on a variety of psychological issues.

**IAM OPEN LAB HOURS:**

**Computer Labs:** 916 South Wabash, room 122

For lab hours and software inventory, see [http://imamp.colum.edu/mediawiki/index.php/RM\\_122](http://imamp.colum.edu/mediawiki/index.php/RM_122)

**INSTRUCTOR APPOINTMENTS:**

I am on the Columbia campus on Tuesdays, Thursdays and Fridays only. If you would like to meet with me outside of class time, I am available at the following times:

**Tuesdays, before 12:30 pm** (please schedule with me beforehand)

**Tuesdays, after 3:20 pm** (just hang out after class ends)

**Thursdays, after 6:20 pm** (just show up at 916 S. Wabash, room 142)

**Fridays, before 12:30 pm** (please schedule with me beforehand)

**Fridays, after 3:20 pm** (just show up at 916 S. Wabash, room 139)

## SEMESTER SCHEDULE

Class	Date	Lecture/Class Topics	Homework
1	01/29/13	Introductions HTML5, CSS3 basics Portfolio walkthrough	Read: Mashall: <i>How HTML5 Will Kill the Native App</i> Paulos: <i>You Amateur!</i> Journal Entry 1 Portfolio v.1
2	02/05/13	HTML5: SEO, Semantic schemes, Accessibility CSS3, cont. Interactive narrative	Project 1 research presentation Assignment 1
3	02/12/13	Project 1 research presentations HTML5: a/v	Read: jQuery tutorial Project 1 ideation 1: sketches Project 1 worksheet
4	02/19/13	JavaScript review jQuery introduction Engagement tactics Ideation viewings	Read: Lanier, excerpt from <i>You Are Not a Gadget</i> Kelly: <i>Quantifiable Self</i> Journal entry 2 Project 1 ideation 2: explorations
5	02/26/13	jQuery Interactivity View Project 1 ideation 2	Project 1 progress presentation Assignment 2
6	03/05/13	Project 1 progress presentation CSS advanced selectors jQuery filters	Finish Project 1
7	03/12/13	Project 1 presentations Project 2 discussions Design teams	Read: Kevin Kelly: <i>Amish Hackers</i> Mills: <i>Coding for the Mobile Web</i> Project 2 groundwork presentation Journal entry 3

8	03/19/13	Project 2 groundwork presentations Mobile web concepts and responsive design In-class work: design team mashups	Read: Mobile readings (Yiibu) Project 2: design team mashups Assignment 3
	3/25/13-3/30/13	Spring Break!	
9	04/02/13	HTML5 canvas, WebGL Game engines View design team mashups In-class work: design team visualizations	Read: PHP tutorial Project 2: design team visualizations
10	04/09/13	PHP intro HTML5 forms PHP form handling and control structures View design team visualizations Assignment 4 introduced	Read: Deterding: <i>Gamification</i> Assignment 4 (form faceplate)
11	04/16/13	Progressive enhancement PHP form-handling Portfolio v.2 discussed Transmedia Social media	Read: McCracken: <i>Medieval Marketing</i> Finish Assignment 4 Assignment 5
12	04/23/13	Assignment 5 presentations PHP, cont. Local server software In-class work: mockup presentations	Read: Web Style Guide: <i>Enterprise Interface</i> Stelarc interview Project 2 mockup presentation Journal entry 4 (extra credit)
13	04/30/13	Project 2 mockup presentations Conceptual audience integration tactics CSS3/jQuery animations In-class work: Project 2	Assignment 6 Portfolio v.2



14	05/07/13	Parallax scrolling jQuery UI In-class work: Project 2	Finish Project 2 modules
15	05/14/13	In-class work: finalizing Project 2 Project 2 presentations	

**NOTE:** This syllabus is subject to change as the course proceeds. You will be notified of any and all changes.

A copy of this syllabus is available electronically in the section for this class in the Oasis online portal.

(<http://oasis.colum.edu>)

Always consult the class website for the definitive schedule!

[Http://www.ecbrown.org/aim2](http://www.ecbrown.org/aim2)