

COMM 2555: Interactive Digital Communication

Fall 2016

Section 2: Tuesday/Thursday 11:00 - 12:15 a.m., ITTC 136

Section 3: Tuesday/Thursday 12:30 - 1:45 p.m., ITTC 136

Instructor:

Dr. Sergey Golitsynskiy

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Office Phone: 273-2680

Office hours:

Monday/Wednesday: 2:00 - 3:00 p.m.

Tuesday/Thursday: 9:00 - 10:50 a.m.

Other hours available by appointment

Resources

Required texts:

1. *The Non-Designer's Design Book* (4th Edition) by Robin Williams
ISBN-13: 978-0-13-396615-2
2. *Learn to Code HTML & CSS: Develop and Style Websites* by Shay Howe
ISBN-13: 978-0321940520
(this book is available online at <http://learn.shayhowe.com/html-css/>)

Course website: <http://sergey.cs.uni.edu/courses/comm2555/fall2016>

Course mailing list:

- Section 2: comm-2555-02-fall@uni.edu
- Section 3: comm-2555-03-fall@uni.edu

Note that to send messages to the course mailing list, you must send from the mailing address from which you are subscribed. By default, that is your uni.edu e-mail address.

Digital Media Hub (DMH), Rod Library

The DMH at Rod Library has 35 laptops and numerous desktops that are fully loaded with the Adobe Creative Suite. Rod is staffing the DMH with IDS students who can help you with your projects.

Course Description and Objectives

This course gives a foundation in creative digital production skills and creative problem solving that students will need for all their other Interactive Digital Studies classes. Students will learn to use Photoshop to manipulate digital images, and HTML and CSS to design web pages. It is not just a skills class – students will also learn about visual design and principles of designing for the web to give them powerful visual communication strategies to amplify their ability to articulate and digitally communicate big ideas.

As a result of this course, students will:

- Demonstrate an understanding of basic technological principles of the Internet and the World Wide Web
- Demonstrate an understanding of basic issues dealing with digital copyright
- Demonstrate an understanding of basic principles of graphic and web design
- Become proficient at using an image editing program to create and modify digital images
- Become proficient at using HTML and CSS to structure, position, and style the content of a web page following web standards
- Create web pages and upload them to a server
- Become an effective collaborator and self-learner

Requirements

Sessions

Most of the material that we cover in class will expand upon what appears in your texts, so attendance is essential. You will be expected to read assigned topics and/or watch assigned tutorials prior to the class session and to participate actively in class.

Laboratory

There are twelve laboratory sessions, beginning the first week of class. Class periods on these days will include a formal lab you will be required to complete. You will receive credit for a lab only if you attend. During each lab session, you will do exercises that complement the topics covered in class, usually that same week.

Homework assignments

Over the course of the semester, you will complete six homework assignments. These assignments will involve applying techniques learned in class and will occasionally involve extending or modifying work originally developed in class or a lab session.

Exams

We will have two midterm examinations during the semester.

Final project

There is a final project, to be completed by and presented on the day of the final exam.

Evaluation

Final grades will be computed according to the following weights:

In-class labs (12)	15%
Assignments (6)	40%
Midterm exam-1	15%
Midterm exam-2	15%
Final Project	15%

Following is the grading scale used for this class. There is no curve.

93+	A
90 - 92	A-
87 - 89	B+
83 - 86	B
80 - 82	B-
77 - 79	C+
73 - 76	C

70 - 72	C-
67 - 69	D+
63 - 66	D
60 - 62	D-
59-	F

General Policies

Assignments

Homework assignments must be submitted through eLearning (unless otherwise indicated). Assignments will not be accepted via email. Assignments are due by the end of the day on the date specified in the assignment. You may submit an assignment up to 24 hours after the due date, but there will be a 10% penalty. Assignments will not be accepted after the late deadline. Exceptional circumstances will be considered only if discussed with the instructor prior to the due date.

Exams and In-Class Labs

You are responsible for being here for the assigned date of your exams and in-class labs. Failing to do so results in a zero grade for the exam or the lab. Excuses will be considered to allow you to make up your exams or labs only when you provide prior notice AND proper documentation for your instructor.

Honesty/Integrity

Working together is encouraged for assignments, to help you understand the problems and to encounter different points of view. In your submission, acknowledge by name any person with whom you collaborate. **However, any work you submit must be your own.** Undocumented or unacceptable collaboration, including the sharing of code, will be considered a form of academic dishonesty.

The guidelines set forth by the University Faculty Senate at UNI will be upheld in this course in regards to cheating and/or plagiarism (www.uni.edu/policies/301). Academic misconduct will not be tolerated and will be severely penalized, possibly resulting in a failing grade for the course. A description of the incident will be forwarded to the appropriate university office and handled through proper university channels.

Email Accounts

It is a requirement that you obtain and use your university email account (even if you only set it up in order to have emails forwarded to another account). You should check your email daily for class announcements.

Disabilities and Special Needs

The University of Northern Iowa is an Affirmative Action Equal Opportunity Institution. The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities.

Please address any special needs or special accommodations with me at the beginning of the semester or as soon as you become aware of your needs. Those seeking accommodations based on disabilities should obtain a Student Academic Accommodation Request (SAAR) form from Student Disability Services (SDS) (phone 319-273-2677, for deaf or hard of hearing, use Relay 711). SDS is located on the top floor of the Student Health Center, Room 103.

Learning Assistance

I encourage you to utilize UNI's Academic Learning Center's free assistance with writing, math, reading, and learning strategies at no cost to currently-enrolled UNI students:

- The Writing Center offers one-on-one writing feedback for all UNI undergraduate and graduate students. Certified Writing Coaches work with students to help them successfully manage all phases of the writing process, from getting started, to citing and documenting, to editing and proofreading.
- Math and Science Services serves as an academic resource to bridge the learning gap that exists once the student leaves the classroom. Students may walk in during the semester to review for an exam, ask questions about preparing and studying for an exam/class, discuss confusing concepts, complete homework, meet with a study group, or study in a quiet setting. Individual consultations with trained staff are available by appointment.
- The College Reading and Learning Center helps students transition to college-level reading and learning expectations at UNI. Students work with trained Academic Coaches by signing up for workshops, scheduling appointments, or walking in.

UNI's Academic Learning Center is located in 008 ITTC. Visit the website at www.uni.edu/unialc or call 319-273- 6023 for more information and to set up an appointment.

Privacy

The Family Educational Right to Privacy Act, also known as the Buckley Amendment, is a federal law designed to protect student privacy. This means that only you have legal access to your grades. Your parents, friends or significant others have no right to discuss with us your course performance. You have the option to sign a waiver of these rights, but if you have not signed such a waiver, we are not allowed by federal law to discuss your grades with anyone but you. Please realize: if your parents contact us to talk about your grades, federal law prohibits us from doing so.

Schedule

A detailed up-to-date schedule that includes assigned readings and tutorials is available on the course web site:
<http://sergey.cs.uni.edu/courses/comm2555/fall2016>

Week	Date	Topics	Labs	Homework
1	Tue, 08/23	Session 1: Introduction to the course		
	Thu, 08/25	Session 2: How the Internet works, text editors and coding, file management and FTP	Lab 1	Homework 1
2	Tue, 08/30	Session 3: Introducing HTML and CSS		
	Thu, 09/01	Session 4: HTML: common elements; structure and semantics	Lab 2	
3	Tue, 09/06	Session 5: CSS common properties: color and length; basic selectors; cascading and inheritance		Homework 2
	Thu, 09/08	Session 6: CSS: styling text	Lab 3	
4	Tue, 09/13	Session 7: HTML structured content: lists and tables		
	Thu, 09/15	Session 8: CSS: styling lists and tables	Lab 4	
5	Tue, 09/20	Session 9: HTML: media and links		Homework 3
	Thu, 09/22	Session 10: CSS box model	Lab 5	
6	Tue, 09/27	Session 11: CSS positioning: normal flow, relative, absolute, static		
	Thu, 09/29	Session 12: CSS floats and reusable layouts	Lab 6	
7	Tue, 10/04	Session 13: CSS gradients and transitions		Homework 4
	Thu, 10/06	Session 14: Exam overview	Lab 7	
8	Tue, 10/11	Exam-1		
	Thu, 10/13	Session 15: Copyright; Creative Commons		
9	Tue, 10/18	Session 16: Design principles: proximity and alignment		
	Thu, 10/20	Session 17: Introduction to Photoshop; selection tools	Lab 8	
10	Tue, 10/25	Session 18: Design principles: repetition and contrast; Illustrator		Homework 5
	Thu, 10/27	Session 19: Photoshop: more selection tools, smart objects	Lab 9	
11	Tue, 11/01	Session 20: Designing with color		
	Thu, 11/03	Session 21: Photoshop adjustment layers	Lab 10	
12	Tue, 11/08	Session 22: Typography		Homework 6
	Thu, 11/10	Session 23: Typography (continued); exam overview	Lab 11	
13	Tue, 11/15	Exam-2		
	Thu, 11/17	Session 24: Project discussion		
	Tue, 11/22	THANKSGIVING BREAK		
	Thu, 11/24			
14	Tue, 11/29	Session 25: Project implementation: layout		
	Thu, 12/01	Session 26: Project implementation: layout (continued)	Lab 12	
15	Tue, 12/06	Session 27: Project implementation: editorial style		
	Thu, 12/08	Session 28: Project implementation: editorial style (continued)		
	Tue, 12/13	Final project presentation		