Graphic Communication 360: Interactive Media
Spring Semester, 2017
Class Sessions: Monday, Wednesday, Friday  2:40-3:50 pm
Instructor: Michael Mortensen
E-mail: mmortens@carrollu.edu, mike@ravestudio.com
Office Phone: 262-524-7370  Rm 203B
Office Hours: Monday, Wednesday and Friday 11:00am - 12:00pm

Course Information:
Welcome to GRC360: Interactive Media. Class will be conducted from 2:40 - 3:50 pm Monday, Wednesday and Friday during the Spring semester. This syllabus will guide you through the course’s projects, assignments, presentations, and expectations.

Instructor Information:
Please note my e-mail and phone above. Use any and all means of contacting me throughout the semester if an emergency should occur. I understand that emergencies can and do happen. I do not, however, expect any individual to have a series of emergencies throughout the semester. I check my e-mail constantly and will respond in such a matter.

Prerequisite: GRC320

Textbooks/Readings:
College-level instruction is heavily dependent upon the use of print material. The following text books are required for this course and it is strongly recommended that you obtain each book as soon as possible.
- Communicating The User Experience by Richard Caddick and Steve Cable
Supplementary readings, in addition to the bibliographic information above, are also required and will be disseminated throughout the semester.

Materials:
A saving device(USB flash drive). You should have something that allows you to save your work. Be sure to back up your work consistently throughout the semester. DO NOT rely on emailing your class work to yourself.

Course Description/Objectives:
Flash Gaming introduces Graphic Communication students to the tools and applications used to create effective interactive web games. Students will learn to create games and content using Flash. The course will also explore the construction and use of Flash Gaming as a marketing tool.
Flash Gaming will examine:
- The field of visual communication
- Computer applications used to convey information
- Effective design elements of communication
- Object oriented programming

By course end, students will have grasped a significant understanding of the elements, tools, and direction of Flash Gaming. This will be achieved through readings, in-class projects, presentations, assignments, and class discussions. Students will have the confidence in creating designs, referencing data, and utilizing their newfound skill set to create effective visual communication projects.
Course Calendar/Schedule:
This class calendar/schedule is tentative and subject to change depending on the progress of the class. I expect students to meet deadlines and to plan their work. This course calendar/schedule should be referenced to assist you in accomplishing course objectives and goals.

Start (January 25- Wednesday)
Presentation: Introduction, UX/UI, Axure, Animate CC, Adobe Publish

Week 1a (January 27 - Friday)
Presentation: Animate CC Animation

Week 2a (February 30 - Monday)
Presentation: Animate CC Animation
Assignment #1 - Animate CC

Week 2b (February 1 - Wednesday)
Presentation: Animate CC Interactive
Work In-class

Week 2c (February 3 - Friday)
**DUE:** Assignment #1 - Animate CC
Presentation: Animate CC Interactive
Project 1: Interactive

Week 3a (February 6 - Monday)
Presentation: Animate CC Interactive
Work In-class

Week 3b (February 8 - Wednesday)
Work In-class

Week 3c (February 10 - Friday)
Work In-class

Week 4a (February 13 - Monday)
**DUE:** Project #1 - Interactive
Presentation: UX/UI and InDesign
Quiz 1: Animate CC Build
Read: Chapter 1: Personas and Chapter 2: Task Models

Week 4b (February 15 - Wednesday)
Presentation: Axure Wireframing and Prototyping, sharing, Optimizely, Project Briefs
Project #2: UX/UI Design_Together
Work-in-class: Meet with Teams for Together project.

Week 4c (February 17 - Friday)
Discussion: Chapter 1: Personas and Chapter 2: Task Models
Read: Chapter 3: Journey Maps and Chapter 4(Content) and Chapter 5(Site Map)
Assignment #2: Personas and Task Model
Work in-class
Week 5a (February 20 - Monday)
Quiz 2: Chapters 1, 2
Presentation: UX/UI and InDesign
Work in-class

Week 5b (February 22 - Wednesday)
Discussion: Chapter 3: Journey Maps and Chapter 4(Content) and Chapter 5(Site Map)
DUE: Assignment #2-Personas and Task Model
Assignment #3: Content Requirements, Site Map, Wireframe (Axure)
Read: Chapter 6(Wireframes) and Chapter 7(Usability)
Work in-class

Week 5c (February 24 - Friday)
Quiz 3: Chapters 3,4 and 5
Work in-class

Week 6a (February 27 - Monday)
Discussion: Chapter 6(Wireframe) and 7(Usability)
DUE: Assignment #3-Content Requirements, Site Map, Wireframe(Axure)
Work in-class

Week 6b (March 1 - Wednesday)
Work in-class

Week 6c (March 3 - Friday)
Work in-class

Week 7a (March 6 - Monday)
Test #1 Based on Chapters 1,2,3,4,5,6 and 7
Work in-class

Week 7b (March 8 - Wednesday)
Work in-class

Week 7c (March 10 - Friday)
DUE: Project #2 - UX/UI Design (working prototype)
Student Presentations

SPRING BREAK

Week 8a (March 20 - Monday)
Project #3: UX/UI Design DPS
Presentation: Adobe Publish

Week 8b (March 22 - Wednesday)
Presentation: In-Design Overlays
Work-in-class:
Week 8c (March 24 - Friday)
  Presentation: In-Design Overlays
  Work-in-class:

Week 9a (March 27 - Monday)
  Work in-class: Design

Week 9b (March 29 - Wednesday)
  Work in-class: Design

Week 9c (March 31 - Friday)
  Work in-class

Week 10a (April 3 - Monday)
  Work in-class

Week 10b (April 5 - Wednesday)
  Work in-class

Week 10c (April 7 - Friday)
  **DUE:** Project #3 - UX/UI Design DPS
  Student Presentations

Week 11a (April 10 - Monday)
  Project #4: UX/UI Design Mobile
  Work in-class

Week 11b (April 12 - Wednesday)
  Work in-class

Week 11c (April 14 - Friday)
  **GOOD FRIDAY - NO CLASSES**

Week 12a (April 17 - Monday)
  Work in-class

Week 12b (April 19 - Wednesday)
  Work in-class

Week 12c (April 21 - Friday)
  Work in-class

Week 13a (April 24 - Monday)
  Work in-class

Week 13b (April 26 - Wednesday)
  Work in-class
Week 13c (April 28 - Friday)
Work in-class

Week 14a (May 1 - Monday)
Work in-class

Week 14b (May 3 - Wednesday)
Last Day of Classes

FINALS:  Monday, May 8 at 2pm
DUE: Project #4 - UX/UI Design Mobile

As mentioned above, this is a tentative calendar/schedule based on the progress of the class. Also, class speakers, movies, or other presentations may be included at a later date.

Grading:
Your grade will be based on 625 points throughout the semester:
  4 projects x 100 points each = 400 points
    1. Interactive (Animate CC)
    2. UX/UI Design Together (team)
    3. UX/UI Design DPS
    4. UX/UI Design Mobile
  1 test x 75 points = 75 points
  3 assignments x 25 points each = 75 points
  3 quizzes x 25 points each = 75 points
    Total Points = 625 points

Projected cut-off points for A’s, A/B’s, B’s, B/C’s, C’s, and D’s are 93%, 88%, 83%, 78%, 70%, and 60% respectively. At the end of the semester, these cut-off points may be adjusted in order to reflect your overall performance and participation in the class based on rubric assessment document. Thus, the actual cut-off points for each grade will not be known with certainty until after the semester is over.

COURSE POLICIES

Attendance:
Your attendance is strongly urged for each class. If you miss class, you will miss out on information that may appear on tests, etc. Please be on time. We cover an extensive amount of information during class that one’s lateness will disrupt class processes. Keep in mind that you will lose points if you do not attend.

Class Participation:
Class participation is part of determining your final grade at the end of the semester. Do your readings so that you can participate in the discussions. Do not use social media during class nor gaming.
Missed Exams or Assignments:
No tests will be given late or early. Your assignments will be lowered by 10 points if they are turned in late or are incomplete on the due date.

Academic Integrity:
Part of the value of a degree from Carroll University lies in the standards of academic honesty and integrity maintained by the campus. Our institutional value system, as described in the Carroll University Compact, emphasizes that students have an obligation to conduct their academic work with honesty and integrity in accordance with Carroll University standards. All acts of academic misconduct are serious and in fact subvert the very nature of the academic process. Given the central role of academic integrity to all academic pursuits, an institutional committee will review every incident of alleged academic misconduct. Should they be accused of misconduct, students will be subject to fair application of the Policies and Procedures on Student Academic Integrity. The Carroll University Academic Integrity Policy is located in your student handbook (http://my.carrollu.edu/CS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

Disability Accommodations:
“Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.”

Scheduling Policy:
The instructor and the University reserve the right to modify, amend, or change the syllabus (schedule, course requirements, grading policy, etc.) as the curriculum and/or program require(s).