Comm 2555: Interactive Digital Communication
Fall 2015

Section 2: Tuesday/Thursday 11:00 - 12:15, ITTC 136
Section 3: Tuesday/Thursday 12:30 - 1:45, ITTC 136

Course website: http://uni.edu/sergey/courses/comm2555

Instructor:
Dr. Sergey Golitsynskiy
Lang Hall, Room 315
E-mail: sergey@uni.edu
Office Phone: 273-2680

Office hours:
Tuesday/Thursday: 9:30-10:45 pm and 2:00-3:15 pm
Other hours available by appointment

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; HTML and CSS to design web pages, and WordPress to build websites. 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
- Setup and configure, administer, and manually customize a WordPress site
- Become an effective collaborator and self-learner

Course Texts


Other readings and tutorials will be assigned throughout the semester and posted to the course website.
Grading

Final grades will be computed according to the following weights:

- Assignments (7) 50%
- Design era presentation 5%
- Exam-1 10%
- Exam-2 10%
- Group Project: part 1 10%
- Group Project: part 2 15%

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

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93+</td>
<td>A</td>
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<tr>
<td>90 - 92</td>
<td>A-</td>
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<tr>
<td>87 - 89</td>
<td>B+</td>
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<td>83 - 86</td>
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<td>80 - 82</td>
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<td>60 - 62</td>
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</tbody>
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General Policies

**Attendance, participation and work expectations**

Regular attendance and participation are required. Research indicates that students who attend class regularly perform better than those who do not attend. Excuses must be documented and will only be considered where conditions are clearly beyond your control (e.g., medical emergencies, approved university activities). If you miss a class, you are expected to make up any missed work. Each unexcused absence will result in a two percent deduction applied to the final grade.

It is expected that you will come to class on time. You are expected to use computers for taking notes and other in-class activities. Students texting or working on non-class related materials will be marked with an absence and may be asked to leave class.

In addition to attending class, students also are expected to spend time out of class learning the material. The general guideline is that one credit hour is the equivalent of approximately three hours of work (meaning one hour spent in class calls for two hours of out-of-class preparation) each week over the course of a whole semester. So, if you are in class for three hours a week (or are enrolled in a three credit hour course), then you ought to be spending at least six hours every week outside of class studying. This standard is the basis on which the Registrar's Office assigns hours of University credit for courses.
Assignments
To be considered complete, all assignments must be submitted through the eLearning course website (unless otherwise indicated) by the due date and time. Assignments will not be accepted via email.

Assignments are due by the end of the day (at midnight) 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.

Written assignments. You should use formal style for your assignment appropriate for academic writing. Correct spelling, grammar, punctuation, and structure are expected. Format: unless otherwise indicated, all assignments must be typed, double-spaced, in 12-point standard font, have 1" margins, and be accurately cited and formatted in APA style.

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

Honesty/Integrity
All assignments/exams must be done individually, unless noted otherwise. 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). All plagiarized assignments will receive failing grades; further penalties will be given as well. Therefore, always give source citations and indicate materials that are quoted or paraphrased from someone else. Academic misconduct will not be tolerated and will be severely penalized, possibly resulting in a failing grade for the class. A description of the incident will be forwarded to the appropriate university office and handled through proper university channels.

Grade appeals
You are welcome to seek a grade change on any specific assignment or test if you believe it as graded incorrectly. To do so, you will need to submit your appeal in writing during the class period immediately following the return of the graded assignment. In the appeal, you will need to do the following:

a. Identify which assignment or test question you are appealing.

b. Justify why your answer or performance deserved more points. In this section, you are expected to cite course readings, lecture notes, and/or assignment descriptions. In other words, make a case and provide evidence for why your answer is correct.

c. If you are seeking partial credit, then quantify what amount of grade change you think is warranted.

Please remember to attach the graded assignment to your appeal so that I can reference it.

As your professor, I want you to do well in your classes. If you become concerned about your grade, please see me immediately. Do not wait until semester's end, when most of the course assignments are completed.

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). I use email to communicate information about upcoming events, assignments, possible changes in the course schedule, etc. You should check your email daily for class announcements.
**Communication**
You are welcome to contact me at work, through my office phone, email, stopping by my office during office hours, or setting up an appointment with me outside of office hours. When using email, please recognize that these emails are examples of professional communication, not interpersonal chats. Use your emails to practice professional email etiquette (what might be expected at work). Thus, be sure that in all emails you properly address me, identify yourself, and make an appropriately worded request that contains specific information about the nature of the request.

**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 phone 319-273-2361 for more information.

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

**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.
Tentative Schedule

Readings and tutorials will be assigned throughout the semester, and must be completed before each class.

Week 1: 08/25, 08/27
Intro to the course
Intro to weblab.uni.edu / your first web page
Digital literacy: computers, the Internet, and the World Wide Web

Week 2: 09/01, 09/03
Intro to web pages
Building web pages with HTML: syntax, structure, text
09/01 Assignment-1 due

Week 3: 09/08, 09/10
Building web pages with HTML: lists, tables, links, images
09/08 Assignment-2 due

Week 4: 09/15, 09/17
Review of digital literacy topics and HTML
09/15 Assignment-3 due
09/17 Exam-1

Week 5: 09/22, 09/24
Sharing, copyright, and The Creative Commons
Intro to digital imaging
Photoshop: selections; image/canvas size; drawing selection tools; tonal and color selection tools

Week 6: 09/29, 10/01
Photoshop: layers and adjustment layers
Photoshop: smart objects
Photoshop tools: text, paintbrush, eraser, pen

Week 7: 10/06, 10/08
Intro to styling web pages with CSS
Color
10/06 Assignment-4 due

Week 8: 10/13, 10/15
Typography
CSS box model

Week 9: 10/20, 10/22
Review of digital imaging and CSS
10/20 Assignment-5 due
10/22 Exam-2
Week 10: 10/27, 10/29
Intro to web design
Principles of web design
Design eras
**10/29 design era group presentations**

Week 11: 11/03, 11/05
Elements of a web page
CSS layout

Week 12: 11/10, 11/12
CSS layout (cont.)
Styling images
**11/12 Group project part-1 presentations / report due**

Week 13: 11/17, 11/19
Modern web design: CMS and frameworks; web design templates
Intro to WordPress
**11/17 Assignment-6 due**

--- Thanksgiving Break ---

Week 14: 12/01, 12/03
WordPress plugins and themes
WordPress theming
**12/01 Assignment-7 due**

Week 15: 12/08, 12/10
WordPress theming (cont.)

Finals Week:
Section 2: Thursday 12/17, 10:00-11:50 AM
Section 3: Thursday 12/17, 3:00-4:50 PM
**Group project presentations / final report due**