

**Riverside County Office of Education – CTE  
Vista Murrieta High School  
Class Syllabus**

<b>Department:</b>	RCOE – Vocational Education/ Career Technical Education (CTE)
<b>Course Title:</b>	Interactive Media Design
<b>Instructor:</b>	Mike Verkouteren <a href="mailto:mverkouteren@murrieta.k12.ca.us">mverkouteren@murrieta.k12.ca.us</a> or <a href="mailto:mverkouteren@rcoe.us">mverkouteren@rcoe.us</a>
<b>Grade Level:</b>	10 – 12 ( <i>Must be 16 years or older when class starts</i> )
<b>Length of Course:</b>	1 Year
<b>Prerequisite:</b>	None

**Course Description:** This course addresses the Interactive Media Design (IMD) process. Students will create graphics, animation, and video in digital products designed to communicate a product, service, or concept. Included concepts are typography, graphics, animation, video, and sound, as related to interactive media design. Projects are designed for digital media output including CD, DVD, and Web content.

## **I. Objectives**

Upon completion of the course the student will be able to:

1. Develop a conceptual definition of interactive media that focuses on interaction between audience and media and considers psychological, sociological, fiscal, environmental and aesthetic factors (Information Architecture).
2. Analyze “media project” goals and apply the appropriate design steps to produce interactive media products. (1. Identify the product's purpose; 2. Identify the audience; 3. Set the product goals; 4. Define delivery platform and media; 5. Develop a content inventory; 6. Create a workable navigational chart')
3. Analyze project specifics, then select and employ the appropriate software to design, create, and/or prepare images, motion graphics, digital video, text elements, and audio components for use in interactive media projects.
4. Develop client documentation that describes products, production timelines, and product costs for a variety of interactive media projects.
5. Design and create interface elements using appropriate graphic design software.
6. Design and create successful interactive media for CD or DVD using appropriate media authoring tools .
7. Design and create successful web sites for a variety of uses using appropriate media authoring tools.
8. Differentiate the various navigational and visual design considerations required when developing closed system interactive media (Output to CD and DVD) versus open system interactive media (output to the web).

## II. Course Content:

### A. Foundations Of Information Architecture

1. Review professionally published interactive media products  
Consider: intended audience, navigation, aesthetics, efficiency, and effectiveness
2. Explore psycho/social factors, aesthetic factors and symbolism involved in visual communication
3. Relate traditional marketing concepts to media development
4. Explore and review current trends in interactive media production: Form and Function
5. Review the history of the development of interactive media, both technical components and communication issues

### B. Planning Components

1. Introducing and analyzing project design steps  
Identify the product's purpose; Identify the audience; Set product goals; Define delivery platform and media; Develop a content inventory; Create a workable navigational chart.
2. Exploration of Client Issues
  - a. Interviewing the client (scoping questionnaires, surveys, etc.)
  - b. Developing a successful working relationship
  - c. Maintaining a successful communication structure.
  - d. Creating project documentation: Proposals, contracts, timelines
3. Exploration of Audience Issues
  - a. Determining primary, secondary and other audience
  - b. Researching demographics
  - c. Considering market niche
  - d. Developing communication strategies
4. Pre-production:
  - a. Initial proposal
  - b. Timelines
  - c. Navigation Charts/Site Maps (working and client)
  - d. Content inventory: Developing content using imagery, motion graphics, video, audio and text elements.

### C. Production

1. Elements-Review and demonstrate the following:
  - a. Graphics (review concepts presented in introduction to multimedia, focus on file formats appropriate for authoring)
  - b. Digital Video (review concepts presented in introduction to multimedia, focus on compression appropriate for authoring)
    - i. authoring
  - c. Motion Graphics (view professional examples, analyze cost/benefit)
  - d. Audio (selection of appropriate audio, processes for digitizing audio)
  - e. Text (tips on creating typography, how to transfer text from various sources into interactive media projects)
2. Software Instruction: Students will be given instruction in the following types of tools to create content for projects.
  - a. Authoring tools (such as DVD Studio Pro, Final Cut Pro, Motion, Sound Track Pro, iWeb, Illustrator and Photoshop/ImageReady)
  - b. Use of appropriate scripting language at an introductory level for Animation and Navigation creation
  - c. Graphic design tools (such as Photoshop, ImageReady, Illustrator)
    - i. Intermediate level instruction focusing on developing images for use as navigational devices or for import to the web
    - ii. Creation of animated .gifs
    - iii. Exploration of uses for vector vs. raster graphics

- d. Web Authoring Tools (such as HTML, GoLive, iWeb or DreamWeaver)
  - i. Create web pages using an authoring tool in concert with HTML or other web authoring language.
- e. Motion Graphics Tools (such as Motion, Final Cut Pro or Flash)
  - i. Introduce capabilities of software in the motion graphics arena.

3. Publishing

- a. Creation of completed playable DVDs & CDs
- b. Publishing of a simulated site for the web (Website Folder)

D. Post-Production

- a. Beta testing
- b. Review and Critique techniques
- c. Distribution Issues

E. Employment Issues

- a. Independent contract work vs. employment
- b. Strategies for working with others in project teams
- c. Resume and portfolio development
- d. Job Market Issues
- e. Finding work

**III. Grades**

<b>Projects</b> ( <i>Subject to Change</i> )	<b>Points</b>	
Class Discussion & Participation	= <b>360 points</b>	(18 weeks x 20 pts.)
Tests (Midterm & Final Exam)	= <b>500 points</b>	(2 x 250 pts.)
Quizzes/Project Assessment (Textbook/Unit Lesson Reviews)	= <b>1000 points</b>	(10 x 100 pts.)
Assignments and Critiques :	= <b>1100 points</b>	(11 x 100 pts.)
Creating a Video Basics with Final Cut Pro (Topic-Video Camera Angles) – (100 pts.)		
Creating a Custom Music Soundtrack/Garage Band. – (100 pts.)		
Creating a Product Commercial Video – (100 pts.)		
Creating a Flash Animation – (100 pts.)		
Creating an Introduction Video for the Web (Green Screen) – (100 pts.)		
Creating a Type Motion Graphics Intro – (100 pts.)		
Creating a DVD Menu (Green Screen) – (100 pts.)		
Authoring your DVD (Making links and converting video files – (100 pts.)		
Publishing a playable CD & DVD – (100 pts.)		
Creating a Website – (100 pts.)		
Creating a Interactive Media Portfolio (Completed DVD at the end of the school year) – (100 pts.)		
<b>1<sup>st</sup> &amp; 2<sup>nd</sup> Semester</b>	<b>= 2960 Total Points</b>	

The Final Grade is based upon a percentage computed by dividing the number of points accumulated by the student by the total number of points available. The percentage is then converted to the letter grades as follows:

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

Since this is a “hands-on” course, all laboratory exercises/projects must be completed and turned in. Failure to submit a laboratory exercise will result in a “0” grade for that particular assignment in the above calculation and will therefore, result in a lower final grade.

Grades assume completion, including on-time submittal, of assignments. Late assignments will have grades discounted by a minimum of 25% of the total available for the assignment for each day past due date.

Class activities and assignments, including unannounced quizzes, etc. will not be accepted late and cannot be made-up. The student is expected to attend all classes. Tests may be made-up if the student is absent AND HAS NOTIFIED THE INSTRUCTOR PRIOR TO THE ABSENCE to provide a justifiable reason for his or her absence. The acceptance of the excuse and the eventual make-up of a test is at the discretion of the instructor. The instructor will give unannounced quizzes on occasions. Tests may include computer based activities.

**IMPORTANT:** As stated in the CTE/ROP Information & Authorization form, good attendance is essential to program success and that students who exceed three (3) unexcused absences may be dropped from the program.

#### **IV. Supplementary Classroom Equipment & Materials**

**IMPORTANT – Personal Student Head Phones Daily** (*1/8" standard jack*), Student Digital Video Camcorder (*If available as needed*), Digital Still Camera (*If available as needed*), 5 - DVD-R's to record your completed movie projects, 5 – CD-R's for iPod format Quicktime movies.

**V. Behavior Policy** (*Please see the attached "Classroom Safety, Behavior & Daily Business Policy" document*)

**VI. Equipment Responsibility** (*Please see the attached "Equipment Responsibility" document*)

**VII. Parent/Student/Counselor & Teacher Communication** (*Please see the attached, "Student Progress & Grades Online" letter to parents document. Please complete requested contact information, sign and return to the instructor.*)

**VIII. Cheating/Plagiarism:** Cheating will not be tolerated. Intentional and/or flagrant disregard of copyright infringement is unlawful. Cheating and/or flagrant disregard of copyright will result in an immediate referral to your counselor - on the first occasion! Collaborative study and research is encouraged, but all work turned in for evaluation must be original.

**IX. Accessibility (Americans with Disabilities Act Information):** This course requires good hand/eye coordination to operate the mouse. There is also an audio capture editing and authoring component. While these tasks are best accomplished with good vision and hearing, they are not impossible if you have some physical impairment in these areas. Please let the instructor know immediately if such a physical impairment exists, so that arrangements can be made to insure your success in the class.