



IGME-110

Introduction to Interactive Media

Fall 2014 Course Syllabus

R·I·T

Instructor and Class Details

Professor Elizabeth Lawley

Office: 70-2545

Email: ell@mail.rit.edu

Phone: 585-598-4947 (the *worst* way to reach me... use only for emergencies)

Office hours: Tuesdays & Thursdays from 3:30-4:30pm, Wednesdays from 10am-12pm.

Course Text and Materials

There is no required textbook for the course, but there will be an assortment of handouts and online readings that you will receive over the course of the semester. They will be uploaded to (or linked from) the Content section in myCourses.

Important RIT Deadlines

Last day of add/drop is 2 September 2014.

Last day to withdraw with a grade of "W" is 14 November 2014.

Withdrawals are done online. See the IGM office for information on how this process works.

Course Description

This course provides an overview of media in historical, current and future contexts. Incorporating lectures and discussion with hands on work involving written and interactive media assets, students examine the role of written and visual media from theoretical as well as practical perspectives. The course also provides an introduction to interactive media development techniques, including digital media components and delivery environments. Students will be required to write formal analysis and critique papers along with digital modes of writing including collaborative editing and effective presentation design.

Assignments

These are brief descriptions of each of the assignments. For each assignment you will receive a more detailed assignment sheet with specific requirements.

Exercises and Homework (20% of final grade)

Every week you will have exercises assigned on Tuesday that will be due by 5pm on Thursday. In some cases, you will also have homework to complete before the next week's lecture. Exercises and homework will be handed out in written form in class on Tuesday, and uploaded to myCourses. On Thursdays there will be an open work session for you to complete the exercises for the week, but that session is optional; if you prefer to work on your own, that's fine too.

Research Paper (20% of final grade)

For this paper, you will select a person, event, or technology that played a significant role in your appreciation of interactive media. You will write a 5-7 page paper on this topic, and will need to cite a variety of sources—so be sure to select a topic on which you can find sufficient resources.

Web Site (20% of final grade)

You will create a website to present key information you learned while researching your paper topic. More details on this assignment will be provided later in the semester.

Presentation (20% of final grade)

You will prepare a slide presentation with 20 slides, each of which auto-advances after 15 seconds. Each of the twenty slides should be used to present something that you learned in this class. You will have the option to either present this live during a special evening session (with free pizza!), or to submit it as a file with an accompanying audio narration.

Quizzes (15% of final grade)

I will give a quiz at the beginning of each lecture, with content drawn from that week's readings. You are allowed to bring a sheet of (handwritten) notes with you to class to use while taking the quiz. The quizzes will also serve as an attendance-taking mechanism. There are 16 weeks of lecture, but at the end of the semester I will drop your lowest six quiz grades.

Collaborative Notes (5% of final grade)

You will be assigned to a group for collaborative notetaking, and will have a shared Google Docs folder in which to store your notes. Your group should take notes at every class. At the end of the semester you'll be asked to complete a peer evaluation for the other members of your group. Those who put in more effort (and we can verify that through checking the revision history on notes) will end up with higher grades here. Ideally you'll all carry your weight and get full credit here. The value to you, however, is not the 5% credit towards your final grade, but the access to a full set of course notes collaboratively created by your group.

Course Topics & Schedule

The schedule of topics, readings, and assignments can be found in the Content section of the myCourses. It is your responsibility to check myCourses to find the appropriate readings for each class—remember there will often be a quiz on those readings at the start of class!

Week 1: Communication and Attention

Week 2: Research and Writing

Week 3: Copyright, Access, and Ethics

Week 4: Internet, Web, and Social Media Technologies

Week 5: UNIX, FTP, and HTML Basics

Week 6: HTML and CSS

Week 7: Graphic Design & Typography

Week 8: User Experience (UX) and Interface Design (UI) for the Web

Week 9: Information Organization & Architecture

Week 10: Digital Image Basics

Week 11: Digital Image Applications

Week 12: Animation Basics

Week 13: Digital Audio Basics
Week 14: Presentation Skills
Week 15: Digital Video Basics

Additional Policies

Mobile Phones

Please do not answer your phone in class. If it's an emergency, leave the room to have your conversation—but be prepared to explain to me what the nature of the emergency was.

Notices of Accommodation

If you have a "Notice of Accommodation", I should have received a copy electronically. Please discuss this with me after class or during my office hours, so that I can make sure all of your accommodations are met.

Academic Assistance

If you are having trouble with the course, there are several places where you can get academic help:

Office Hours

All IGM professors hold office hours for at least four hours a week. This is an excellent time to come in with questions on the course material, homework, or in class work. We are always glad to help you understand the course material or assignments. Take advantage of this time, since few students bother to talk with their professors outside of class. If you drop by for office hours and my door is closed, knock. I should be in, but I may be meeting with a student. If for some reason I'm called away, there will be a note on the door.

Academic Support Center

The Academic Support Center in the Eastman Building (Building 1) provides a variety of services. There are sessions on study skills, and support services for writing, reading, and mathematics, as well as a variety of other types of assistance. Check out the site for a description of what the ASC provides. (<http://www.rit.edu/studentaffairs/asc/>)

Late Policy

If you are having problems with an assignment or have an emergency that may make you late in submitting your work, **contact me before the due date**. Late assignments that have not been cleared with me before the due date may not be accepted, or may be accepted with a grade penalty.

Missed Classes

If you miss a class, it is your responsibility to check the notes from your note-taking group to see what you missed. I will not recap classes for you. Because your lowest quiz grades are automatically dropped, I will not give make-up quizzes if you miss one.

Contact Information

Any updates to assignments and any emails that I need to send to individual students will be done through MyCourses. **What this means is that you should check your email and the MyCourses conference for this course periodically.** I generally have email running whenever I am logged in, so you should get a reply to any email you send me within a day. (Actually, it's usually a lot faster than that, but no longer than a day.) Please send mail using your RIT account, and include the course number (110) in your subject line.

Social Networks

I don't initiate friend requests on Facebook, because I don't want you to feel obligated to accept. I do generally accept friend requests from students, although I reserve the right to unfriend you if you post things I find objectionable on a regular basis. I have a private Twitter account, and don't accept follower requests on it. I maintain a LinkedIn account, and am happy to connect with students there in order to help them find job-related connections. Links to my various social media accounts can be found on my website (lawley.rit.edu).

Policy on Incomplete Grades

Incomplete grades will be given only in the most exceptional circumstances, and then only by *prior* arrangement with me. Note that I only give incompletes in the event of: 1) military deployment or 2) verifiable family or personal emergency. Not having time to complete your coursework does not fall into either of those two categories.

Academic Dishonesty

My policy on academic dishonesty is simple: If you get caught, you get an "F" as a grade for the course, a letter detailing the incident goes into your folder, and you are immediately removed from the class. (If this is a second occurrence during your career at RIT, the penalties are harsher.)

Note that if you get accused of cheating, I have already documented the offense and had the evidence reviewed by other faculty members to verify it will withstand an appeal.

Please review RIT policy on academic dishonesty: <http://www.rit.edu/~w-policy/sectionD/D8.html>

Finally...

Any or all of the previous information is subject to change or modification during the semester. Any changes will result in a revised version of the syllabus being posted to myCourses, and announced in class.

ACADEMIC DISHONESTY POLICY: SCHOOL OF INTERACTIVE GAMES AND MEDIA

The following statement is the Policy on Academic Dishonesty for the School of Interactive Games and Media:

The School of Interactive Games and Media does not condone any form of academic dishonesty. Any act of improperly representing another person's work as one's own (or allowing someone else to represent your work as their own) is construed as an act of academic dishonesty. These acts include, but are not limited to, plagiarism in any form or use of information and materials not authorized by the instructor during an examination or for any assignment.

If a faculty member judges a student to be guilty of any form of academic dishonesty, the student will receive a **FAILING GRADE FOR THE COURSE**. Academic dishonesty involving the abuse of RIT computing facilities may result in the pursuit of more severe action.

If the student believes the action by the instructor to be incorrect or the penalty too severe, the faculty member will arrange to meet jointly with the student and with the faculty member's immediate supervisor. If the matter cannot be resolved at this level, an appeal may be made to the GCCIS Academic Conduct Committee.

If the faculty member or the faculty member's immediate supervisor feels that the alleged misconduct warrants more severe action than failure in the course, the case may be referred to the GCCIS Academic Conduct Committee. The Academic Conduct Committee can recommend further action to the dean of the student's college including academic suspension or dismissal from the Institute.

The following definitions will be used to clarify and explain unacceptable conduct. This is not intended to be an exhaustive list of specific actions but a reasonable description to guide one's actions.

CHEATING includes knowingly using, buying, stealing, transporting or soliciting in whole or part the contents of an administered/unadministered test, test key, homework solution, paper, project, software project or computer program, or any other assignment. It also includes using, accessing, altering, or gaining entry to information held in a computer account or disk owned by another.

COLLUSION means the unauthorized collaboration with another person in preparing written work or computer work (including electronic media) offered for credit. Final work submitted by a student must be substantially the work of that student. Collaboration on an assignment is expressly forbidden unless it is explicitly designated as a group project. When there is any doubt, a student should consult the instructor (**NOT ANOTHER STUDENT**) as to whether some action is considered collusion.

Whenever there is any question as to whether a particular action is considered academic dishonesty, the instructor should be consulted.

The penalty for academic dishonesty in a course is an automatic "F" in that course.