DAI 327 Digital Media 1: Introduction

COURSE SYLLABUS - Fall 2010

Type of Course
Activity, Units: 3, Hours/Week: 6 x 15 Wks, Class Limit: 20

Time/Location
Monday-Wednesday 2:00-5:00pm, FA119
Mondays: Lecture/Demo/Critique except where noted in schedule
Wednesdays: Lab/Skill Workshops except where noted in schedule

Instructor
Jane Veeder, Professor of Digital Media <jveeder@sfsu.edu>
Research/Teaching Site: http://online.sfsu.edu/~jkv4edu, Bio Site: http://online.sfsu.edu/~jkveeder
Office: Fine Arts 317 Mailbox: DAI Department Office, FA 121
Office Hours (FA317): Thursday 11am-12pm, 2:30-5:30pm (30 min appointments, sign up in DAI Office, FA121, or by calling 415/338-2211)
Class Teaching Assistant: TBD

Class Web Site
http://online.sfsu.edu/~jkv4edu

Prerequisites
DAI 322, DAI 323, DAI 356, and DAI 370 with a grade of C or better OR consent of instructor.
Priority given to DAI majors, DAI graduate students, and international exchange students (Brunel, NABA, etc.) to support our students there. Note: Exceptions can be made for students with contracts that do not specify all of these courses (i.e. BAIA/older contracts). Contracts and transcripts will be checked for confirmation/approval.

Course Description
DAI 327 offers an introduction to digital media design for multimedia presentations and screen-based design. The topics for this course include conceptual approaches to designing new media, basic graphic design considerations germane to this medium and production skills using digital media applications.

Methodology
This class uses a combination of technical exercises for skill building and design projects for learning information structure, authoring strategies, and interaction design.

Outcomes
Students will learn the basics of creating a simple html page and preparing assets for interactive media applications for internet access. Students will learn the technical and design basics of digital media authoring, including user interface design for rich media applications and modes of structuring information for interactive access. Students have introductory experiences in the procedural thinking required for digital media work.
EVALUATION ++++++++++++++++++++++++++++++++++++++++++++++++++++++

Breakdown
40% Exercises (accessing resources, focus, meeting deadlines, creative engagement of features)
60% Projects (design thinking, creativity, meeting milestones, technical mastery)
100% (influenced by factors such as attendance, participation, collaborative learning, etc.)

Exercises
Exercises = 40% of your grade for the course. Exercises will be graded on a 1-10 scale. Because exercises are an integral part of your learning progression, late exercises are worth 0 points. All exercises must be completed to receive a passing grade for the course.

Projects
Projects = 60% of your course grade. Projects are assigned a letter grade. All projects must be completed to receive a passing grade for the course. Late projects will graded down one letter grade. Project grades will include ALL project milestones, not simply the final result. NOTE: Simply not attending class on the project milestone deadline does NOT exempt you from these requirements.

SFSU Grades
See full text of these grading definitions in the SFSU Bulletin at http://www.sfsu.edu/~bulletin/current/grading.htm
A = Performance has been of the highest level, showing sustained excellence.
B = Performance has been good, though not of the highest level.
C = Performance has been adequate, satisfactorily meeting course requirements.
D = Performance has been less than adequate.
F = Performance has been such that course requirements have not been met.

Critiques
Participation at all critiques is ABSOLUTELY mandatory. Students are expected to be on time, actively contributing to discussion, and presenting work. No laptop work during critiques. If there is a failure to participate in critiques, I reserve the right to assign you a failing grade for the project or even the entire course. Learning to discuss digital media design is a vital component of this class.

Final CD-Rom
Students must turn in a CD-Rom containing an archive of all your exercises and projects from the entire semester. See the class schedule on when this is due and what to turn in.

Incompletes
No incompletes will be granted short of well-documented, catastrophic events out of your control. No other changes of grades than formal incompletes will be considered. NOTE: Lost work due to a failure to archive your work during the semester does not qualify.

RESOURCES ++++++++++++++++++++++++++++++++++++++++++++++++++++++

Class Website
The class Website is used for distributing handouts, assignments, providing links to online resources, and linking to student class Web pages. http://online.sfsu.edu/~jkv4edu

Course Reader
Readings and other hand-outs will be provided online in PDF format via the class website.

Books
Required software-learning book (i.e. you MUST USE this book). There are TWO OPTIONS for gaining access to this book:

Option A. Access the book at Safari Tech Books Online (free but slow) via the SFSU Leonard Library site using this sequence: (you need a Library PIN number which you can get online):
Surf to: www.library.sfsu.edu > (upper right) My Account (login) > click on “Search Catalog” > type into field “Safari Tech Books” > Click on “Safari Tech Books Online” > Now you are on the Safari page
Here are the direct links:

- **Link to beginner CSS Book** (Flash Professional CSS for Windows and Macintosh: Visual QuickStart Guide by Katherine Ulrich)
- **Link to beginner CSS Book** (Adobe Flash Professional CS5 on Demand by Steve Johnson)
- **Note yet on Safari Techbooks: Flash Professional CSS Advanced for Windows and Macintosh: Visual QuickPro Guide by Russell Chun**
- **Link to CS4 version of the book** (Adobe Flash CS4 Professional for Windows and Macintosh: Visual QuickStart Guide by Katherine Ulrich)
- **Link to CS3 edition of the CS4 book**

**Option B. Purchase the HARDCOPY VERSION.** You can purchase directly from each book’s Safari site, Amazon, or Peachpit Press directly.

**Required Fee**

There is a required course fee.

**Required Materials**

1. Digital Data Storage Media: USB Flash Drive, Thumb Drive, Jump-Drive, etc. Check for Mac/WIN compatible, USB, 256+ Mb minimum capacity.
2. Digital Camera (hardware or single use camera from Rite-Aid, Walgreen’s, etc.)
3. Digital Mini-DV Videotape OR at least one digital video single-use camera (Rite-Aid, Walgreen’s, etc, about $30 for 20 minutes).
4. Small spindle of CD-ROM blanks for archiving files and turning in projects throughout the semester.
5. Headphones or EarBuds for doing sound work in class lab sessions.

**Internet Account**

The SFSU Division of Information Technology provides all students free internet accounts supporting email and Web sites. Each student in this class MUST have an SFSU internet account for email and a Web site for posting your work. Students must get their SFSU email at least twice per week, preferably more often, for updates and information. **Instructor will ONLY email you via your SFSU account.** If preferred, you can have your SFSU email automatically forwarded to another account. To set up your SFSU internet account, link to: [http://www.sfsu.edu/~doit/account.htm](http://www.sfsu.edu/~doit/account.htm) OR surf to: SFSU main Web site > "Technology” > "Internet Account Services” > and chose options for “Getting an account” OR "Forwarding your email".

**Web Page**

You will be required to present your work via an online Web page. **Note: By the end of the term your class website must function properly and hold all of the required files in order to pass this course.** This class will include basic HTML training adequate to that task. There is further technical training available in HTML at the Division of Information Technology (DOIT) Training Center. The calendar is at [http://oi.sfsu.edu/cgi-bin/student/training.month_view](http://oi.sfsu.edu/cgi-bin/student/training.month_view).

**POLICIES ++++++++++++++++++++++++**

**Participation**

- Attendance will be taken at the beginning of every class. Since there is so much technical, conceptual, and design information to absorb, regular attendance is vital to succeeding in this course. **YOU CANNOT PARTICIPATE IF YOU DO NOT ATTEND CLASS.**
- **You MUST attend class on critique days even if you have no work to show.**
- Do not come to class when you are sick. Contact instructor in advance (email message is fine) and consult the schedule for what you missed.
Turning in Work
• Students must turn in all projects and exercises to pass the class.
• Late projects are graded down one letter grade, late exercises earn a 0.
• A project is late if you do not present it at critique, an exercise is late if it is not done and on your Web page on the due date.
• There are no re-do's on any project or exercise without specific faculty direction.

Learning Software
While we will spend time understanding how to structure our work in HTML and Flash, this is not primarily a software training class. Our focus is on designing what to do with software. It is the responsibility of the student to master the applications presented in class and to show initiative in using available resources (online Peachpit book, class demo files, online tutorials, software Help, TA, etc.).

Etiquette
• No food or drinks (other than water) allowed in any DAI labs.
• Do not wear heavy perfume or cologne to class.
• Clean up after yourself, dispose of all trash in trash cans.
• Do not work on computers during discussions or critiques.
• No emailing, chat-use, unrelated web-surfing, cell phone or pager use during class or lab sessions.
• Respect those around you. If you are repeatedly disruptive, I will ask you to leave.
• Help fellow students with technical problems you know how to solve.
• Abide by all DAI/CCA Computing Lab rules and procedures.

Syllabus Changes
Instructor reserves the right to revise this syllabus and schedule at any time.

MISCELLANEOUS

Lab Access
The DAI FA115/117/119 Visual Communication Studios and the Creative Arts Computing Lab/CA260 CCA Lab will have open access hours beginning about the second week of classes. To use the CA260 Lab, you must carry documentation of your enrollment in a CCA course. All these labs have the same Adobe software.

VCD Lab Monitors
Email Josh Singer jsinger@sfsu.edu about lab monitor work for DAI 575 Supervised Experience credits.