Course Description
Throughout the past decade, the convergence of digital images, sound and text has resulted in the emergence of interactive digital media. Integrated through powerful tools, these elements allow us to convey ideas and artistic expression in ways never before possible. This course is an introduction to the principles of designing for this new form of communication, focusing on the delivery of creative content. It is geared toward students without substantial experience in digital media, but skilled in their respective artistic fields – painting, writing, sculpture, film, animation, theater, music, etc. Students work with industry-standard software tools, developing the basic skills and design concepts necessary to successfully bring their creative visions to this new medium.

This is not a Web development class – it is a course in the foundations, tools, and techniques of interactive design. Course topics include concept development, information design, interface design, interactivity, motion graphics, digital audio and video, technical design, and project management. The class sessions will feature a combination of lectures, demonstrations, technical labs, critiques and guest lectures. Students will complete design/tech assignments and related readings, and will be expected to contribute to the class’s weekly discussions and critiques.

Prerequisites
Familiarity with the Macintosh computer required. No programming experience required. No graphics software experience required, although experience with Photoshop is helpful. Core software will include Adobe PhotoShop, Macromedia Dreamweaver, and Flash. The course will also introduce Macromedia Director, digital video effects, QuickTime and QuickTime VR, and sound editing software.

Who Should Take the Class?
Students with an interest in and curiosity about interactive media design and development. Students from a broad variety of disciplines are encouraged to apply – after all, it’s called “multimedia” for a reason! People with visual design backgrounds, as well as those without, can all contribute to and benefit from the class.

Course Structure
The course will be divided into four 3-week segments covering the 12 remaining weeks of the term, plus Final Project Presentations the last week. Each 3-week segment will focus primarily on one area of interactive design. Each 3-hour class meeting will include a lecture, demonstrations/presentations, and lab/critique. There will also be some guest lectures. Sean Dack, our TA, will offer 2 to 3 Lab hours at a regular time each week so that you can bring in questions and issues for answers and assistance. The specific day and time of these hours is TBD. I will be available mostly through e-mail. Toward the end of the semester, I will be in the Lab at hours TBD to help with final projects.
**Required Readings:**
Supplemental Readings. Articles and excerpts from industry publications. Available in photocopied form on a weekly basis.

**Recommended Readings:**

**Class Time:**
Thursdays from 5-8pm. Attendance is required.
Course Outline (subject to change):
Readings noted in the outline are subject to change, and may be supplemented by additional handouts.

**Week 1**  Sep 7, 2000  **Course Application and Orientation**
- Overview of the course and requirements
- Student Information Questionnaire (Application)

Readings for next session:
Readings Packet – For Week 2

**Week 2**  Sep 14, 2000  **Introducing Interactive Digital Media**
Concepts:  Analog vs. Digital
          Animation 1 - animated GIFs

Tools & Techniques: GIFBuilder

Assignment 1:  Critique

Readings for next session:
Interactivity by Design, Chapter 1
Readings Packet – For Week 3

**Week 3**  Sep 21, 2000  **Telling a Story in the Digital Realm**
Concepts:  Animation 2 - animated GIFs
          Telling a Story
          Interactive vs. Print Design
          Storyboards

Tools & Techniques: GIFBuilder continued
Digitizing images (scanning)
Photoshop refresher

Assignment 1 Due
Assignment 2:  Storyboard for “My Story About Me”

Readings for next session:
Readings Packet – For Week 4
Week 4  Sep 28, 2000  User Interface (UI) Design and Metaphor
Guest Lab: Trevor van Meter, Flash Animator
Concepts:  What's in an Interface?
Metaphor in UI Design
UI Do's and Don'ts

Tools & Techniques: Sketch problem - metaphor
Flash 1

Assignment 2 Due
Assignment 3:  UI Design for “My Story About Me”

Readings for next session:
Readings Packet - For Week 5

Week 5  Oct 5, 2000  Information Design
Guest Lecture: MJ Broadbent, Designer & Information Architect
Concepts:  Information Design (I.A.)
I.A. and UI Design
UI on the Web

Tools & Techniques: Sketch problem - UI Design
Flash 2

Readings for next session:
Readings Packet - For Week 6

Week 6  Oct 12, 2000  Image Processing for Digital Media
Concepts:  Bit Depth & Resolution
Color Palettes
Image Optimization
File Formats and Sizes
Text and Fonts

Tools & Techniques: Photoshop/ImageReady
Using a Digital Camera
Debabelizer

Assignment 3 Due
Assignment 4:  Implement “My Story” in Flash

Readings for next session:
Readings Packet - For Week 7
Week 7  Oct 19, 2000  Digital Audio 1  
Concepts: Working with Digital Audio  
Bit Depth & Sampling Rates  
File Formats  
Compression (IMA, SWA, MP3) 

Tools & Techniques: SoundEdit  
Recording Digital Audio  
Grabbing Audio from a CD  
Introducing Director 

Readings for next session:  
Readings Packet – For Week 8

Week 8  Oct 26, 2000  Digital Audio 2  
Guest Lecture: Christopher Janney, Sound Artist  
Concepts: Beyond the Box  
MIDI  
Synchronization 

Tools & Techniques: SoundEdit  
MIDI Sequencer  
More on Director 

Assignment 4 Due  
Assignment 5: Add audio to “My Story About Me” 

Readings for next session:  
Readings Packet – For Week 9

Week 9  Nov 2, 2000  Project Planning and Organization  
Concepts: Proposal to Production to Release  
Design and Specifications  
Collaboration  
Testing and Delivery 

Tools & Techniques: Creating the Proposal and Specifications  
Audio synchronization with Director 

Readings for next session:  
Readings Packet – For Week 10
Week 10  Nov 9, 2000  Digital Video 1

Concepts: Working with Digital Video and QuickTime
Frame Rates and Data Rates
File Formats
Codecs and Quality
Digital Video on the Web

Tools & Techniques: Web-enabling Assignment 5
Capturing DV with Premiere
Basic Video Editing
Saving your video as a QuickTime movie

Assignment 5 Due
Assignment 6: Final Project Proposal

Readings for next session:
Readings Packet – For Week 11

Week 11  Nov 16, 2000  Digital Video 2

Guest Lecture: Zoe Beloff, Filmmaker and Digital Videographer

Concepts: Storytelling with Digital Video
Integrating DV into an Interactive Project

Tools & Techniques: Importing and Controlling DV in Director
Creating streaming QuickTime for the Web

Assignment 6 Due
Assignment 7: Final Project (due December 14)

Readings for next session:
Readings Packet – For Week 12

Holiday  Nov 23, 2000  THANKSGIVING
**Week 12  Nov 30, 2000  QuickTime VR**

Concepts: A tour of QuickTime VR sample panoramas and objects  
How does QuickTime VR work?  
Methods of creating QuickTime VR pano’s and objects  
QuickTime VR scenes  
Integrating QuickTime VR into an Interactive Project  

Tools & Techniques: Creating our own panorama  
Importing and controlling QuickTime VR in **Director**  
Using QuickTime VR on the **Web**  
Using hotspots in **Director**  

Readings for next session:  
Readings Packet - For Week 13

**Week 13  Dec 7, 2000  Web-based Multimedia / Real World / Recap & Review**

Guest Lecture: Rob MacLeod, Digital Media Innovator  
Concepts: Considerations for Web-based projects  
Recap and Review (Q &A)  
Getting ready for your Final Project Presentations  

Tools & Techniques:  

**Week 14  Dec 14, 2000  FINAL PROJECT PRESENTATIONS**