

# Pratt Institute Syllabus

Intro to Interactive Media ASCG 101-01

Thursday 12:00 - 12:50

Professor Patrick Hogan

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<b>Prerequisites</b>	none
<b>Department</b>	Associate Degree Program
<b>School</b>	Art and Design
<b>Term/year</b>	Fall, 2003

<b>Course Description</b>	This course introduces the student to the fundamental concepts of interactivity. Students learn the basic concepts of flow charting, hierarchical organization and visual perception with regard to interactivity. Students learn to use a variety of basic computer tools in order to impliment and demonstrate the various concepts taught in class. Readings are assigned to complement the studio/lab assignments.
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<b>Goals and Objectives</b>	The main objectivity of this course is to expose students to major forms of interactivity including kiosks and CD-ROM presentations, while focusing primarily on the World Wide Web. We will discuss the fundamentals of design and its applications to digital media, attempting to discern what makes a successful interactive piece. The ultimate goal of the student wil be creation of his/her own website using the tools taught in class including HTML programming as well as other software applications. Student projects will be discussed and critiqued in class.
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<b>Assessment/ Grading Weights</b>	Attendance and participation 20%	Projects 50%	Mid term critique 10%	Final project 50%
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**CLASS OUTLINE:****Class 1**

Introduction

Course description and objectives

Terminology

Assignment: Web sites evaluation. Pick a web site and write a short analysis.

Make sure your school server account is ready, and prepare texts for the first project, ME.COM (10 sentences + 10 random adjectives and 10 random verbs.

**Class 2**

Setting up your first page

Introduction to HTML 4.0 and Dreamweaver, Introduction to Tables, Adding text to your web pages

Work Session: Start working on the ME.COM project.

Assignment: Continue to work on ME.COM project.

**Class 3**

Introduction to CSS

Structure VS. Presentation

External CSS VS. Internal CSS

Assignment: Finish ME.COM., you'll have three documents total, the last being experimental type with css positioning.

**Class 4**

More type issues, lists, information design, linking pages

Work Session: inclass info design

Assignment: Find your favorite poetry and bring it to the next class. Collect images for your poetry project. Collect images for the inclass info design.

**Class 5**

Web imaging basics

JPEG VS. GIF

Photoshop for the Web

Adding images to your pages

Work Session: Add images to the poetry project.

Assignment: Sketch for a very simple GIF animation.

**Class 6**

Animation for the web

Introduction to ImageReady

GIF animation

Work Session: Make a simple GIF animation Assignment: Finish poetry project

**Class 7**

Mid-Term Presentation: Present all projects up-to-date (ME.COM, Poetry

Project, GIF animation)

Introduction to Frames

About final project

Assignment: Frameset project, plus concepts, references, and flow-chart for the final project.

**CLASS OUTLINE:**

**Class 8**

Draft presentation for your final project

Class critique

Work Session: Final project begins.

Assignment: Continue work on frameset and final project.

**Class 9**

Using simple Java scripts

Work Session: In-class workshop for final project.

Assignment: Continue work on final project.

**Class 10**

Using Behaviors

Work Session: In-class workshop for final project.

Assignment: Continue work on final project.

**Class 11**

Work Session: In-class workshop for final project.

Assignment: Continue work on final project.

**Class 12**

DHTML and Timeline

Work Session: In-class workshop for final project.

Assignment: Continue work on final project.

**Class 13**

Debug and problem solving

Work Session: Final day of in-class workshop for final project.

Assignment: Finish final project, upload the final project and all previous projects.

**Class 14**

Final presentation

Class critique

Work Session: Website evaluation #2. Write a comprehensive analysis of a website chosen by instructor.

**Class 15**

Individual critique with instructor

Q & A

The final words