

Johnson County Community College
Computer Science and Information Technology Division
CIM140 Interactive Communication Assets (RC 323)
Fall 2014 Course Syllabus
Tuesday 2:00-4:50 PM

Instructor Information: Patrick Lafferty, Associate Professor, Interactive Media & Web Technologies
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Office hours as posted; Open lab hours as posted

Course Information: Credit hours: 4 Contact hours: 3 Lab hours: 2

Pre- or Co-requisites: CDTP135 Desktop Photo Manipulation I: Photoshop
CIM130 Interactive Media Concepts

Required textbook: *Digital Media Primer*,
Wong, 2009. Ninth Edition

Supplies: removable storage (preferably a flash drive); TBD

Other requirements: [Twitter.com](https://twitter.com) account

Course Description: This course teaches the creation, acquisition and management of assets for use in the development of interactive media. Assets to be covered include digital text, graphics, audio and video. Related topics include issues concerning intellectual property and interactive media professional practices.

Course Objectives:

Upon successful completion of this course the student should be able to:

1. Create and edit text
2. Create, edit and alter digital graphic images
3. Scan images from various types of analog original sources
4. Create, manipulate and output digital audio files
5. Create, manipulate and output digital video files
6. List and identify interactive media asset file formats
7. Convert interactive media assets from one file format to another
8. Identify and use standard types of clip media
9. Identify copyright/licensing issues related to clip media/original interactive media
10. Identify and use management techniques for archiving and retrieving interactive media
11. Identify cross platform considerations
12. Demonstrate productive attitudes and work habits

Content Outline:

I. Interactive Media Assets

A. Acquire and use text assets.

1. Distinguish between content and symbols.
2. Describe and apply basic typography.
3. Explain hypertext.
4. Create original text and incorporate in screen layouts.
5. Describe text file formats and file conversions.

B. Acquire and use graphic image assets.

1. Define bitmap and vector image characteristics and applications.
2. Create and edit bitmap and vector images.
3. Scan flat art, prints, negatives and slides.
4. Import and manipulate digital photographs.
5. Use clip art.
6. Discuss graphic file formats and file conversions.

C. Acquire and use digital audio assets.

1. Capture audio content from original sources and recorders.
2. Import previously digitized audio content.
3. Edit audio content and output files for delivery.

D. Acquire and use digital video.

1. Capture video content from camcorders or video decks.
2. Import previously digitized video content.
3. Edit video content and output files for delivery.

II. Interactive Media Asset Management

- A. List and explain asset management techniques.
- B. Explain storage considerations.
- C. Describe cross-platform considerations.

III. Intellectual Property Laws and Practices

- A. List credible sources for copyright laws.
- B. Explain why following intellectual property law is important.
- C. Define fair use for different types of interactive media assets.

IV. Attitudes and Work Habits

- A. Identify and develop positive attitudes towards tasks and fellow employees appropriate for the workplace, including giving and accepting criticism and praise.
- B. Identify and develop productive work habits, including attending to detail, completing tasks, and maintaining the work setting and recording data.
- C. Identify and develop collaborative/teamwork skills, including solving problems in groups, building consensus and responding to supervision.

Methods of Evaluation and Grading Scale:

| Grade Distribution: | Grading Scale: | On Grades: |
|----------------------------|-----------------------|-------------------|
| Class participation | 10% | A = 90 - 100 |
| Two examinations | 20% | B = 80 - 89 |
| Seven projects (10% each) | <u>70%</u> | C = 70 - 79 |
| | | D = 60 - 69 |
| | | F = below 60 |

While I hope you earn a good grade in this course, recognize that learning alone will not earn you high marks. Some of my most inquisitive and bright students have failed this class because they did not do the work required.
DO NOT LET THIS HAPPEN TO YOU!

Everything you submit needs to have a filename structured like this: lastname_firstname_projectname

All work will be submitted via WordPress or in PDF format unless otherwise specified.

If your work does not meet this standard, it may not be accepted.

Late Projects and Papers: Late projects and papers will receive a lowered grade. The grade *will be lowered one full letter grade* for *each day*, not class period, the work is late.

On participation: Attendance is important. Just as important, though, is a constructive attitude and productive work habits, both as individuals and in collaborative group efforts. They affect the tenor of the classroom and will be a factor in determining grades.

As a registered student you are automatically given a student email account. As a student in this course, you are additionally required to setup and maintain an account on twitter.com. All communications outside of class will be conducted via the class email and through twitter. You are required to check your student email account and twitter at least once per day as part of your class participation grade.

As a registered student, you are also automatically given a student server account. For technical access information go to <http://students.jccc.net>

Students will need to spend additional time in computer labs in order to complete the projects.

**No Lectures or Demonstrations will be repeated.
 Students are responsible for information missed due to absence.**

On Language

I do not tolerate [pejorative](#) language of any kind in my classroom. This includes, but is not limited to, disparaging language regarding creed, color and sexual orientation. Use of such language will result in **severe damage to your grade**. If you are not sure if you are being derogatory, err on the side of caution. This applies to both digital and physical environments.

ADA compliance statement

If you are a student with a disability and you will be requesting accommodations, it is your responsibility to contact Access Services. Access Services will recommend any appropriate accommodations to Professor Lafferty and his Assistant Dean. Professor Lafferty and his Assistant Dean will identify for you which accommodations will be arranged.

JCCC provides many services to allow persons with disabilities to participate in educational programs and activities. Appropriate documentation of disability will be required to obtain support services. If you need support services, contact the Access Services in 202 Student Center or call (913) 469-8500 ext. 3974 or (914) 469-3885 TDD.

Academic Dishonesty Statement

No student shall engage in behavior that, in the judgment of Professor Lafferty, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials. This includes students who aid and abet, as well as those who attempt such behavior.

On Writing

The job skill held in the highest regard by employers might surprise you. I ask my professional contacts regularly, "what is the one skill you look for most in your new hires?"

Without exception the response resounds, "the ability to write well."

With that in mind, I use a strict ***five errors policy*** for your written assignments. That means that if you have five errors in any writing you hand in (grammar, punctuation, spelling, ANYTHING), ***it will be rejected.***

At that time, you will have the opportunity to correct your work and resubmit it for a ***maximum*** grade of seventy-five percent (75%).

In the event of an emergency, move to a secure location on the third floor of the Regnier Center -



Interactive Communication Assets
Tentative Class Schedule: Fridays

| <u>Date</u> | <u>Subject/Project</u> | | |
|--------------------|-------------------------------|--|-----------------|
| Class 1 | 8/22 | Course introduction | |
| Class 2 | 8/29 | Photoshop review; <i>Assignment: Infographic Project</i> | |
| Class 3 | 9/5 | DUE: Chapter 2; Infographic Proposal Work: Infographic Project | |
| Class 4 | 9/12 | DUE: Infographic Rough Draft Work: Infographic Project | |
| Class 5 | 9/19 | DUE: Infographic Project <i>Assignment: Digital Photography Project</i> | Critique |
| Class 6 | 9/26 | DUE: Chapter 3; Photo Project Rough Images Work: Digital Photography Project | |
| Class 7 | 10/3 | DUE: Digital Photography Project Review for Midterm <i>Assignment: Digital Video Project</i> | Critique |
| Class 8 | 10/10 | Midterm Exam | |
| Class 9 | 10/17 | DUE: Chapter 5, Chapter 6, Chapter 7; Rough Cut of Video Project Work: Digital Video Project | |
| | 10/24 | DUE: Digital Video Project <i>Assignment: Slide show Project</i> | Critique |
| Class 10 | 10/31 | Work: Slide show Project | |
| Class 11 | 11/7 | DUE: Slide show Project <i>Assignment: Audio Project</i> <i>Assignment: Hypertext Blog Post</i> | Critique |
| Class 12 | 11/14 | DUE: Chapter 8 <i>Work: Audio Project & Hypertext Blog Post</i> | |
| Class 13 | 11/21 | DUE: Audio Project & Hypertext Blog Post <i>Assignment: Multimedia Blog Post</i> | Critique |
| Class 14 | 11/28 | NO CLASS: Thanksgiving Break | |

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| Class 15 | 12/5 | DUE: Rough Draft of Multimedia Blog Post Work: Multimedia Blog Post Review for Final | |
| Friday | 12/12 | Final Exam (comprehensive) 2:00-3:50 PM Final Critique | Critique |

Final Exam Week: Saturday, December 6 – Friday, December 12

Final Grades will be available online by 12 PM on December 17.