Course Description
Interactive and New Media is an intensive general introduction to the theory, principles, and practice of interactive technologies for CD-ROM, DVD, and the web.

Interactive media holds the promise of revolutionizing the way we learn, the way we watch movies or read “books,” how we find the information we need, and even the way we communicate with one another. Emphasis will be given to the comprehension of theories of cognition and information processing, and to understanding the production processes involved in the creation of interactive works.

Interactive media is the fulfillment of the promise of digital convergence: Graphics, sound, animation, text, and video are combined with user control to create an information-rich, nonlinear environment. This course will focus on the design, development, and implementation of such interactive media. To that end, students will produce a self-running interactive presentation that demonstrates their understanding of production from concept through delivery.

Course Goals
1. Develop and enhance your online communication skills.
2. Explore theories of cognition, information processing, learning and motivation, and visual comprehension.
3. Enhance your project management skills as they apply to creating an interactive project according to generally accepted aesthetic and usability criteria.
4. Develop your own concept of interactive media and evolve a framework for evaluating interactive media based on the appropriateness of the technology for the task.

Course Objectives
Upon successful completion of this course you will:
1. Have acquired the terminology required to discuss the purpose and design of interactive and new media.
2. Be able to discuss how the new technologies affect us in the interpersonal, organizational and social contexts.
3. Have an awareness of the issues for and against the use of interactive technologies.
4. Have participated in the creation of one or more interactive products.
5. Have developed the basic skills needed to research, design and create a prototype or fully-functioning interactive web site, CD-ROM, or DVD.
Course Prerequisites
The only academic requirement is JCM 220, Digital Media Convergence. We will be using Final Cut Pro, Photoshop CS and Dreamweaver MX—software taught in that class. We will add to that DVD StudioPro, a very sophisticated design and programming tool for creating DVDs.

The more experience you have with software and concepts, the better. We have only 14 class meetings to research, design, create and deliver a product to our client(s).

Academic Responsibility
An Elon student's highest purpose is Academic Citizenship: giving first attention to learning and reflection, developing intellectually, connecting knowledge and experiences, and upholding Elon’s honor codes. In other words, your course work should be your primary objective while in college; other activities, while extremely important, are secondary.

This course recognizes and adheres to the principles of the Elon Academic Honor Code. Students are expected to be familiar with the code and follow it consistently, regardless of whether the professor is present to enforce it. Questions about possible violations should be directed to your instructor. Suspected violations will be reported to the Associate Dean of the School of Communications and to the Associate Dean for Academic Affairs. (The Academic Honor Code can be found in the current Elon Student Handbook and is posted in most classrooms and labs.)

The School of Communications expects you to not lie, cheat, violate other’s property, facilitate other’s dishonesty, plagiarize or steal. I expect you to exhibit respect for your classmates and their work. You will find examples of Honor Code violations at http://www.elon.edu/students/handbook/honsys.asp.

The work you present to the instructor should be solely yours unless you have been assigned to a group project.

Preparation for class is a shared responsibility of the instructor and the students. You are expected to be in class, on time, and to be prepared for class discussion. Prior to each class session you are expected to have read all the assigned material, to have given due consideration to its substance and significance, and to be prepared to ask and answer thoughtful questions about the materials. You will often be asked to bring samples you have found to class; i.e. newspaper and magazine ads, newsletters, printout from web sites, DVDs and CD-ROMs, etc. that relate to that day’s class discussion.
A firewire drive (from your JCM 220 class) to hold production assets.

Grading
Participation in Threaded Discussions. (See Participation Guide) 20%
Two Interactive Product Reviews (10% each) (See Sample Evaluation) 20%
Lab Average 10%
Web Project: Online Virtual Museum 20%
DVD Project: Elon University Gospel Choir 30%

You will notice this totals 100% and there’s no written quizzes or exams. This is why your participation in the online discussions is so critical.

I use a 10 point grading scale.

Course and School of Communications Policies

Attendance Policy
The School of Communications has adopted the following minimum policies to provide students with a clear understanding and consistent application of course expectations, since journalism and communications are disciplines with rigorous professional standards.

Students in the School of Communications are expected to attend all classes. Just as professionals go to work each day, we expect students in a professional school to come to class on time and be prepared to work. A student who misses more than 20% of scheduled classes in a term (more than eight absences for classes meeting three times a week, more than five absences for classes meeting twice a week) automatically receives an F because the student has missed too much content and participation to pass a course in a professional school. Teachers will lower the final grade in a class for each absence beyond the equivalent of one week of class (three absences for classes meeting three times a week, two absences for classes meeting twice a week).
Since this course meets for 14 classes during Winter Term, you are allowed only ONE unexcused absences. Each unexcused absence in excess of this will reduce your final course grade by one-half level (i.e., an A- becomes a B with your second unexcused absence). Excused absences are defined as a death in your immediate family, personal illness verified in writing by the attending physician, university-sponsored travel, and scheduled visits to graduate school programs. Students participating in such events must submit a written request in advance to the professor. Remember: all absences, excused, unexcused, team travel, illness, whatever—all count in the 20% figure.

Coursework
The School of Communications feels that if students miss a class because of illness, participation in a university-sponsored activity, job interview or other causes, they have missed valuable content and engaged learning. In this sense, excused and unexcused absences are no different. To ensure that students avoid gaps in the progression of a course, professors may assign additional work. For example, a professor may require a student to write a 400-word summary of material covered in a missed class session or complete an additional lab assignment that demonstrates comprehension of material covered.

In this course, a student missing a class will be required to write the summary of the material covered in class AND complete the lab (but no credit will be given for the lab).

Tests and Examinations
If students miss a quiz, test or examination they must submit a written request for a makeup to the professor. Students who miss a final examination must secure permission for a makeup from the department chair. As indicated in the Elon University Faculty Handbook, “students are not guaranteed permission to make up examinations and have no guarantees about the impact of the absence on their final grade for the course.”

Inclement Weather Policy:
An emergency closing occurs for reasons as national, state or city emergency, flood, fire, ice, snow, power failure, etc. If the President of the United States or the Governor of the state declares that a state of emergency exists in the university area, then employees and students should follow instructions given by the appropriate authorities.

The university remains open during snowstorms and other inclement weather to serve resident students and commuters who live near the campus. However, if weather conditions are so severe as to render it dangerous for students to reach the university, those who elect not to come to campus on that particular
day will not be penalized for failure to do so.

Elon University faculty and staff members are expected to be prudent but to take all reasonable measures to reach the campus during inclement weather. A decision to cancel classes or close the university or alter the schedule of classes before the workday begins will be relayed via E-Net! (http://www.elon.edu/e-net); on the Elon web page http://www.elon.edu and will be relayed over WBAG and WBBB (AM), WSOE-FM, WUNC-FM, and WPCM-FM; television stations WMYF-TV 2, WGHP-TV 8, WTVD-TV 11, and WXII-TV 12.

Attendance will be taken at the beginning of class. I generally will call roll or use a sign-in sheet for attendance: If you don't sign, you aren't here. If you don't tell me you have arrived late, you may be marked absent. Don't forget to sign in! I may on the rare occasion use the lab work instead of calling attendance so be certain to type your name on your work.

If you have special needs (extended time for tests, note-taking, etc.) you need to submit documentation via the Academic Advising Center. As someone with a learning disability I am sensitive to such requirements, but the request must come from the proper campus office. Please attend to this before this week is over.

All email and other non-course-related activities are to cease with the start of class. I may ask you to turn off your monitor or computer. If I have to stop my presentation or explanation to turn off your computer more than once, you will be asked to leave the class and you will lose credit for that day’s activities. Cell phones must be turned off during class and lab. If it rings, it’s mine. You can have it back at the end of the semester. You may not Instant Message during class or lab: the software interferes with the programs we are using in this course. Do not download AOL-IM to these machines—it creates problems with the very software we will be using.

No food, beverage, or tobacco products are permitted in the computer lab at any time. No exceptions: there are a limited number of Macintosh computers on this campus. We cannot afford to have even one computer out of service because of an accident. Enjoy your food and drink before you come into the lab.

All work is due at the beginning of the assigned class meeting. Late work is subject to a reduction of one-third letter grade for each day late, with delivery after the beginning of class time considered as one day late. Each unique spelling, grammar or mechanical error will also reduce your writing assignment grade by one-third letter grade. A factual error will reduce the
grade on a writing assignment by one full letter grade. A rubric will be given for your production assignments.

Assignments are due even if you are not in class. You are expected to comply with the Elon University Honor Code in performing the work in this course.

Do not place documents under my office door. I have a mail slot in the main office. In addition, I will activate the Drop Box in Blackboard.

Lab work is a class activity. Missed labs should be done for your own learning, but missed labs cannot be made up for credit.

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Other
Instructor: Gerald M. Gibson
gibson@elon.edu
Office: 107 C McEwen
Office Hours: Monday, Wednesday 1:00 – 3:00 p.m.
(and by appointment)
Online Hours: Tuesday 6:00 – 8:00 p.m.
(I will also visit the online threaded discussion several times each day.)
Office Phone: 278.5665
Home Phone: 584.5348 (before 11:00 p.m.)