

Syllabus & Course Policies

DMS 538 - New Media II

State University of New York at Buffalo
Department of Media Study
Spring 2014

M, W 6:00-7:50 CFA 244

Instructor: Brian Larson Clark
Office hours: Monday 3:00-4:00 (and by appointment), CFA 244
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Course Description

New Media II is a graduate-level investigation into the design and production of web-based multimedia. Topics will include: advanced web design development (jQuery, mobile website development) as well as the use of content management systems (Wordpress, Joomla). It also covers the creation and integration of audio and video into websites, and interface design principles.

Course Objectives

At the end of the course the students should be able to:

1. understand and apply the principles of:
 - visual communication
 - interaction design
2. design a mobile website using HTML5, CSS3, and JQuery
3. create and integrate images, sound, animation, and video into a website
4. build a basic dynamic website
6. be familiar with the Wordpress CMS

Required Texts

All required texts will be distributed to the class via pdfs.

Course resources including tutorials, references, and links will also be placed on the course website to assist you in learning the course materials.

Recommended Texts

Digital Media Tools, 3rd ed., by Nigel Chapman and Jenny Chapman. John Wiley & Sons, Ltd
<http://www.amazon.com/Digital-Media-Tools-Nigel-Chapman/dp/0470012277>

Learning Outcomes & Assessment Grid for DMS538 New Media II

Learning Outcome	Assessment
1. Students should be able to apply principles of visual communication and interaction design to the development of a mobile website.	Completion of projects #1 and #3.
2. Students should be able to upload and install a dynamic website.	Completion of project #2.
3. Students should be able to troubleshoot HTML5 and CSS3 errors through the use of troubleshooting software and online validators.	Completion of projects #1, #2, and #3.
4. Students should be able to integrate time-based media (videos, animations, and into a website.	Completion of project #3.
5. Students should be fluent in current Search Engine Optimization techniques.	Completion of projects #2, #3, and the Final Project.
6. Students should be able to customize and update dynamic websites through the use of content management systems.	Completion of project #2, and #3.

Required Materials

Removable USB drive ("jump drive" or "thumb drive") will be provided through your course lab fee. You will need to back up your work frequently. It is your responsibility to keep your work safe and accessible.

Lab Fee

This course carries a \$100 lab fee which will appear in your bill.

Disclaimer

This syllabus is subject to revision by the instructor.

Office Hours

Mondays 3:00-4:00, CFA 244. You are welcome to drop by during those hours or make an appointment to introduce yourself or discuss your work. If my regular office hours will not fit your schedule (If you have a class or work obligation during that time) talk to me or email me and we will work out an alternate time.

E-Mail

Be sure to check your UB email account regularly. PDFs, course materials, and course updates will be distributed by email. When sending me an email please always include DMS-538 within the subject line.

Course Website

<http://media-study.com/spr14/newmedia2>

Course Work

Unless otherwise specified, assignments and projects must be handed in at the beginning of class the day they are due. Late work will be penalized unless you have a reasonable excuse and make arrangements in advance. If you are having trouble turning in work due to circumstances beyond your control, please let me know.

Evaluation

Grades will be calculated as follows:

10% classroom participation/performance

60% assignments (3 projects)

30% final paper/project

Grading Scale

100-93	A	77-79	C+
90-92	A-	73-76	C
87-89	B+	70-72	C-
83-86	B	69-65	D
80-82	B-	64 or less	F

Academic Integrity

In general, you may not turn in work for this course which you will also use for credit in another course. If you have questions about this policy, please discuss it with me.

Offensive Content

In class we will examine a broad range of creative work. There may be selections with which some students will find offensive in content or tone. In such cases, students are permitted to leave the room without penalty, at their own discretion.

General Policies

A. Students who require special accommodations because of diagnosed disability should bring relevant documentation to the instructor and/or to the Chair, who will oversee arrangements with assistance from the Office of Disabilities.

B. Student athletes must provide an official letter with the dates of their meets and travel days during the first weeks of classes. Make up quizzes and exams that fall during those days must be rescheduled with the instructor at least 3 days before departure. As a rule of thumb, we will administer make-ups and move work deadlines to the day before the student leaves town.

C. Students are expected to turn off and put away cell phones, pagers, iPods, CD players, and computers for the duration of class.

D. Students are not allowed to eat in the classroom. Please eat before or after class.

E. Students are expected to follow the guidelines for appropriate behavior outlined in the University Catalog. Disruptive behavior will not be tolerated.

F. If you need to depart early, do so quietly after having cleared it with your instructor at the beginning of the class.

G. The grade of incomplete will be given only to students who have some serious, well-documented medical condition or in cases of family tragedy, etc. and who have satisfied the attendance policy and are missing only one major assignment. No incomplete will be given to substitute for a poor or failing grade or for any other reasons. A written agreement must be drafted and signed by the instructor and the student. The instructor reserves the right to request completion of the incomplete prior to the 12 months set by the University.

H. Final grades are final. Once grades are submitted they will not be changed. Thus, students should refrain from cajoling instructors (via email, phone, in person, etc.) into changing the final grade, which goes against the University policy.

Attendance

You are expected to be here each day, on time and ready to go. You are expected to have completed any assigned reading and to participate in class discussions, critiques, and the work at hand. Participation in class will account for part of the course grade.

- A. Regular attendance is required for the development of proficiency skills.
- B. Attendance means attentiveness, cooperation, and active participation in class.
- C. Students are responsible for the material covered and the homework assigned on the day/s they were absent
- D. In case of an ongoing problem, such as a personal crisis or chronic illness, the student should resign from the course and retake it when the circumstances allow for the fulfillment of the requirements.
- E. Tardiness: arriving after class has started may count as an absence or partial absence,
- F. Leaving the classroom for a considerable period of time will be considered an absence.

It is a long semester and things come up, so you may miss class a total of three (3) times for any reason, but after that your final grade will be automatically reduced a half-letter grade for each additional absence.

Class Work

- A. Students are expected to do their own work on all assignments and course work.
- B. Academic dishonesty will result in a failing grade and disciplinary actions by the university. Examples of academic dishonesty are: copying the work from the internet or a book, having someone else do the work for you, or cheating during an exam or quiz.
- C. Be prepared for class each day by having done the assigned readings, etc.
- D. Homework will be assigned during each class by the instructor.
- E. It is the student's responsibility to bring any questions on the homework to the attention of the instructor.
- F. Homework will be turning in to the instructor on the designated date.

Course Schedule & Assignments

This is a tentative schedule. Expect it to change. Due dates and expectations will be announced in class.

WEEK 1 (1/27 & 1/29)

Topic: Introduction to the course

Review: HTML, CSS

WEEK 2 (2/3, 2/5)

Topic: Web Design Principles

Topic: Advanced CSS

Review: Web Development

WEEK 3 (2/10, 2/12)

Topic: Using JavaScript Libraries

Topic: jQuery

Work on First Project

WEEK 4 (2/17, 2/19)

Topic: Mobile Website Design

Work on First Project

WEEK 5 (2/24, 2,26)

Topic: Mobile Website Design (continued)

Work on First Project

WEEK 6 (3/3, 3/5)

First Project (Mobile Website) due

Topic: Dynamic Website Design

Activity: Setting up Wordpress website

WEEK 7 (3/10, 3/12)

Topic: Dynamic Website Design (continued)

Topic: Content Management Systems

Work on Second Project

WEEK 8 (3/17 & 3/19)

Spring Break! No class

WEEK 9 (3/24, 3/26)

Topic: Content Management Systems (continued)

Work on Second Project

WEEK 10 (3/31 & 4/2)

Topic: Media Production for the Web

Work on Second Project

WEEK 11 (4/7 & 4/9)

Second Project (Dynamic Website) due

Topic: Media Production for the Web (continued)

WEEK 12 (4/14 & 4/16)

Topic: Specialized Web Development Tools

WEEK 13 (4/21 & 4/23)

Topic: Specialized Web Development Tools (continued)

Work on Final Projects

WEEK 14 (4/28 & 4/30)

Work on Final Projects

WEEK 15 (5/5 & 5/7)

Student presentations

FINAL PROJECTS DUE