

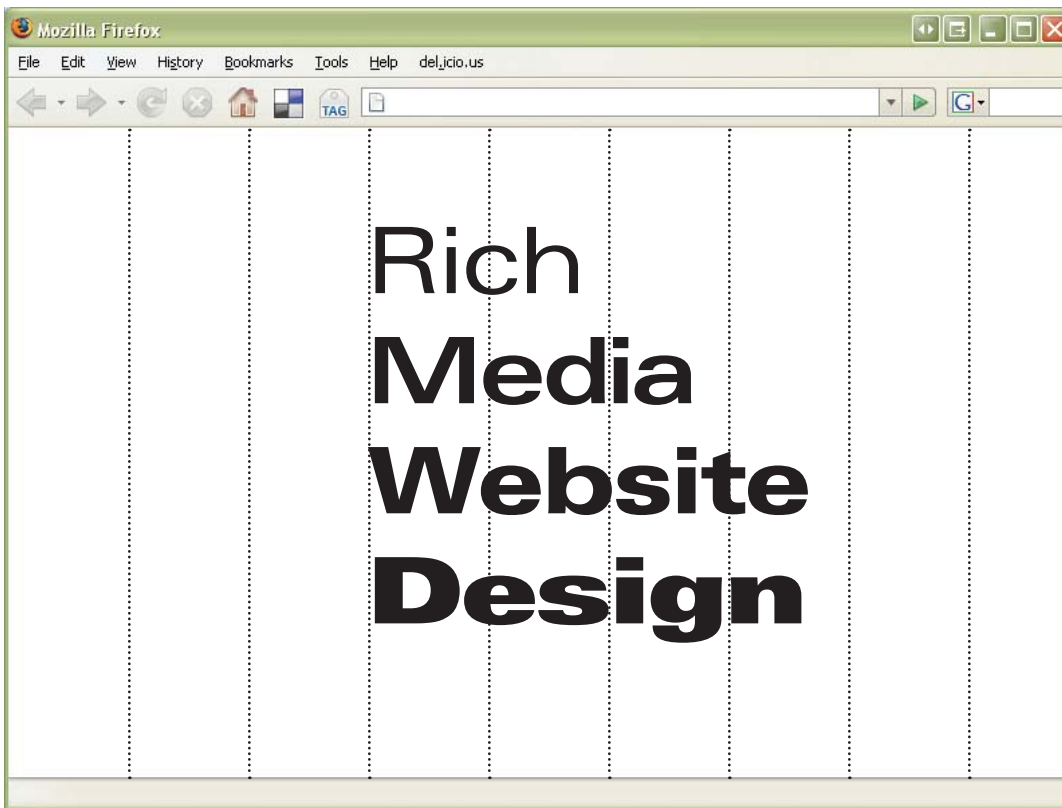
WELCOME

As developers, designers, and artists, we shouldn't assume that the general public is idiotic. Instead, we should try to evolve the medium by building intuitive systems that educate the user—not design down to the level we think the users can handle.

Joshua Davis
Flash To The Core, 2003
p 14

The ways of organizing information are finite. It can only be organized by location, alphabet, time, category, or hierarchy. These modes are applicable to almost any endeavor—from your personal file cabinets to multinational corporations

Richard Saul Wurman
Information Anxiety 2001
p 40



Typography at its best is a visual form of language linking timelessness and time.

Robert Bringhurst
*The Elements of
Typographic Style*, 1992
p 17

A "hot" medium is one that extends one single sense in "high definition" High definition is the state of being well filled with data. A photograph is, visually, "high definition." A cartoon is "low definition," simply because very little visual information is provided.

Marshall McLuhan
Understanding Media, 1964
p 22

Course Website

<http://moodle.communication.utexas.edu/utportugal/login/index.php>

COURSE DETAILS

Goals

- To expose students to the discipline of design for interactive media.
- To clarify a language for interactive experience in the context of media consumption.
- To help students develop a strategy for developing rich media web sites.
- To acquire the technical knowledge for implementing rich media web sites.

Description

This course examines what makes a web site "rich" in media, and to what extent such web sites are useful in communicating messages to audiences. Interfaces for rich media web sites can be considered as actual content rather than simply a conduit to retrieving information, and the course uses this notion as a foundation for creating engaging products for the web. After studying how novel interactions are designed, students will implement crafted interactions in the context of web site development. Programming experience is required to learn advanced Flash Actionscript. Students will complete mini assignments that culminate in the production of a final project. The ultimate goals for the course are for students to learn the design process for building web sites that make use of novel interactions, and to understand how to implement them.

Expectations

Skills

You should have excellent digital file management skills and know either the Macintosh or Windows operating system. It is expected that you understand how to save, backup, and recall your work even when flaws arise. If you seek assistance in this regard, take it upon yourself to ask a fellow student for help. If you have absolutely no experience with Adobe Flash this course will prove to be a challenge. At the very least, you should have some experience with graphics and animation software applications.

What You Will Need

From Within

- A strong work ethic
- An inquisitive mind
- A positive attitude
- Creativity & Imagination

From Outside

- Unruled process sketchbook to help with your visualizations
- Backup media
- Time

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COURSE DETAILS CONTINUED

Readings & Exams

The course text will be provided on an ongoing basis and readings will be posted on the course web site. Please ensure you have an Adobe Acrobat PDF reader program to read these materials. Some of the readings will concern the nature of interactive media while many others will be very technical.

One short exam will be given towards the conclusion of the course. The exam will draw from the lecture sessions, demonstrations with Flash, and the readings. Due to time constraints, there is no opportunity to make up an exam if you miss it. Inform your instructor if you intend to be absent on the day of an exam. Please mark your calendars with the following dates. The date of the exam will be announced on the course web site.

Assignments

You will be required to turn in three short assignments, and one final project. These will expose you to various problems and challenges web designers and developers deal with in their work. Use the readings and demonstrations to help inform the choices you make in working on your assignments. You will be given an assignment sheet that outlines its requirements. All assignments must be posted to the course web site as an archived file (ie. a .zip file). Many of the assignments require that you work on your own time—please be prepared to manage the steps to complete each assignment.

Late assignments are accepted, but with penalty. Two points will be deducted from your evaluation grade for each day it is late. If you do not turn in an assignment on the day that it is due, you will receive a zero.

Grades

To the right is a breakdown of your grade in this course. It is advisable that you keep track of your grades in order to ensure your instructor does not miscalculate your final grade.

You will learn the details of each assignment in class and will get a sheet documenting its requirements.

Grades for assignments are based on documentation of your process, the quality of your work, and your creative solutions. If you do not turn in any work for an assignment on the day that it is due, you will get a zero for that assignment.

Grade Itemization

Exam (1)	25%
Assignment 1	15%
Assignment 2	15%
Assignment 3	15%
Final Project	30%
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Total	100%

ASSIGNMENT SCHEDULE

March 27

Flash website blueprints and justification

This assignment asks you to architect the information and visual layout of your rich media website. Along with the creative deliverable, you will have to write a justification as to your choices.

April 17

Interface and Interaction Storyboards

For this assignment you will deliver a storyboard walkthrough of how a user might progress through the website. Essentially, you are developing scenarios of use, and making those scenarios explicit through visual communication techniques.

May 1

Click through model of Flash website

This assignment will require that you deliver a click through model of your final project. At this point, a user should be able to see this appear in a desktop web browser.

June 12

Final Project Due

The final project involves you polishing and refining the look and feel of the website you have worked on all semester. This deliverable should also be viewable in a web browser.

LECTURE SCHEDULE

February

28 Introduction to course with syllabus. Examples and uses of rich media websites.

March

13 Visual and Information Design, Basic Flash Authoring, Publishing Flash

27 Interface Design & Storyboarding

April

10 Technical Foundations of Flash Actionscript

24 Object Oriented Programming with Flash Actionscript

May

8 Interaction Design & Engineering: Programming for input devices

15 Integrating Video & Alpha Channels in Flash

29 Planning implementation & The "click-through" model

June

12 Final Project Due

UT Austin | Portugal

Rich Media Website Design | Spring 2008

Thursdays 12:00 (Central Standard Time)

Dr. Arie Stavchansky, Lecturer & Instructor

ariestudents@sbcglobal.net

Course Website

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UNIVERSITY POLICY

Scholastic Dishonesty

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test, quiz, or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Scholastic dishonesty damages both the student's learning experience and readiness for the future demands of a work-career. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. For more information on scholastic dishonesty, please visit the Student Judicial services Web site at <http://www.utexas.edu/depts/dos/sjs/>.

Notice

Dates appearing in schedules are subject to change on given notice by the instructor.

UT Austin | Portugal
Rich Media Website Design | Spring 2008
Thursdays 12:00 (Central Standard Time)

Dr. Arie Stavchansky, Lecturer & Instructor
ariestudents@sbcglobal.net

Course Website
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STUDENT QUESTIONNAIRE

Requirements

In order to help me gauge the skill set of this class and to help me get to know you better, please take the time to fill out this questionnaire. Please detach this sheet from your syllabus and turn it in to me at the end of the class period. Thank you.

Name _____

Major _____

Classification _____

Email _____

Age _____

Where have you seen some recent rich media websites, and what did you enjoy about it?

Have you ever used Adobe Photoshop or Adobe Flash. If so, what did you use them for?

Have you ever worked with or created vector graphics?

Have you programmed before? If so, what language did you program in?

What do you hope to gain from this course of study?