



ANTELOPEVALLEY COLLEGE

Academic Affairs  
Course Outline of Record

Academic Affairs Only

- New Course
- COR Revision 12/11/2008
- COR Update
- Pre Req/Advisories 12/11/08
- Other Changes 12/11/08
- Effective Date

**COURSE SUBJECT & NUMBER:** DM 105 (formerly MM 105)

**COURSE NAME:** Interactive Media

**COURSE UNITS:** 3 **COURSE HOURS:** 4 hours weekly

**COURSE REQUISITES:** *(Follow format of similar courses found in the college catalog.)*

**Corequisite:** Concurrent enrollment in DM 105L.

**Advisory:** Completion of DM 101, ART 110, and Eligibility for READ 099.

**Instructional materials fee** required for this course and must be paid at registration.

**COURSE DESCRIPTION:** *(Write a short paragraph providing an overview of topics covered. Be sure to identify target audience--transfer, major, GE, degree/certificate, etc. If repeatable, state the number of times at end of description.)*

Introduction to the design and production methods associated with interactive multimedia presentations using computer software applications for CD/DVD, kiosk, mobile devices and Web Authoring. This course covers how ideas are generated, storyboards are constructed, media requirements are identified, interfaces are designed and prototypes are created. Production and delivery methods are covered. **BEFORE ENROLLING** in this course, students should be familiar with the Macintosh operating system, the Macintosh computer, and related peripherals. (CSU, AVC) (R2)

**COURSE OBJECTIVES:** *(Use Bloom's taxonomy to formulate concise, performance-based measurable objectives common to all students. Objectives must be closely aligned with course content, assignments, and methods of evaluation.)*

**Upon completion of course, the successful student will be able to:**

1. Evaluate current trends and developments in interactive media.
2. Describe interactive design concepts as applicable to Digital Media presentations.
3. Appraise audience and delivery platform requirements.
4. Design nonlinear interactive structures for CDs, DVDs, kiosks, mobile devices and websites.
5. Design flowcharts that inform intuitive navigation systems.
6. Formulate storyboards for interactive media projects
7. Design menus to support navigation in several delivery systems.
8. Prepare interactive menu systems for multiple Digital Media presentations and delivery systems.
9. Compare and contrast interactive multimedia projects.

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**COURSE CONTENT:** *(Enter course content in terms of specific topics or a specific body of knowledge that each instructor must cover. Put topics in outline form with major and minor headings. Title 5 requires that each instructor must cover all material listed below.)*

1. Introduction to Human/Machine Interface Design
2. Adding Interactivity to the Interface
3. What works — What doesn't. Examples of good and bad Interactive Design
4. Evaluating current trends and developments in Interactive Media
5. Pre-Production:
  - A. Storyboarding Interactive Media Projects
  - B. Generating effective navigational flowcharts for IM Projects
  - C. Managing Interactive Media Project assets
  - D. Determining appropriate delivery/distribution format
6. Production:
  - A. Using authoring software to design intuitive navigation systems
  - B. Incorporating storyboard and digital assets into Interactive Media Projects
  - C. Produce Interactive Media Projects in specific distribution formats
7. Demonstrate completed Interactive Media Project

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**TYPICAL HOMEWORK ASSIGNMENTS: (Do not include in-class work, quizzes, or tests)**

*This information is necessary for all credit courses. Assignments should be closely related to course objectives, content, and methods of evaluation. (See sample of a “Model Outline” in the AP&P Standards & Practices handbook.) Include a range of assignments (minimum of three) from which faculty may choose when designing their syllabus.*

**1. Describe nature and frequency of typical reading assignments if applicable; note if any are required:**

Web research, tutorials, trade magazines and software manuals if needed.

**2. Describe nature and frequency of typical writing assignments if applicable; note if any are required:**

Outlines, flowcharts and storyboards of proposed interactive menu and navigation systems

**3. Describe nature and frequency of typical computational assignments if applicable; note if any are required:**

NA

**4. Describe other types of homework assignments that students may be asked to complete (oral presentations; special projects; visual/performing arts; etc); note if any are required:**

Each completed Interactive Project will be accompanied by a written treatment describing the intended audience and objectives of the project. Each project will be demonstrated and defended orally to the class by its student author.

**5. Describe those critical thinking skills that are derived from assignments listed above; be sure that they reflect course objectives.**

Students are required to analyze, synthesize, then apply the various design elements of interactive digital media production created and presented to the class via several digital media presentations.

**6. For categories 1-4 above, describe the estimated time per week it would take a student to complete homework assignments. Title 5 uses the Carnegie formula for establishing units using a 2:1 ratio as follows: 1 hr. lecture = 2 hrs. homework; 2 hrs. lecture = 4 hrs .homework; etc. For example: reading textbook—2 hours; writing reports—3 hours.**

**Reading Assignments:** One to two hours per week, mostly Internet research

**Writing Assignments:** One hour per week

**Computational Assignments:** NA

**Other Assignments:** Four to six hours per week in addition to class time to research, design and prepare projects.

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**METHODS OF INSTRUCTION:** *(Methods must be consistent with content and appropriate to objectives; state in terms of what instructor will be doing in order to present course content to students: for example, lecture, demonstration, present audio/visual materials; facilitate group work, etc. Do not list specific instructional equipment.)*

Lectures, discussions, and demonstrations.

Instructor-facilitated class and individual instruction

Audio/visual instruction

**METHODS OF EVALUATION:** *(These must be clearly related to course objectives and reflect course content and assignments in order to comply with Title 5 requirements. Describe what instructor will be looking for when evaluating various assignments and tests in order to determine whether students have met course objectives. Grades must be based on demonstrated proficiency in subject matter and determined, where appropriate, by essays, objective and essay tests, research papers or projects, problem solving exercises, or skills' demonstrations.)*

Evaluation of student performance is determined from review of the completed projects. Areas to be considered in the evaluations are:

1. Understanding of effective interactive design
2. Implementation of interactive and interface principles
3. Knowledge of Industry Standard Software
4. Completion of in-class projects
5. Class discussion participation
6. Use of advanced components in their project such as animation, audio and video

**Suggested Texts or other Instructional Materials** *(list several when possible; include title, author, publisher, date, and latest edition.)*

- Principles of Interactive Design, Lisa Graham, Cengage Delmar Learning; 1 edition (June 12, 1998)
- Designing Interfaces: Patterns for Effective Interaction Design, Jennifer Tidwell, O'Reilly Media, Inc. (November 21, 2005)