Emerging Technologies

Professionalism
Professional communication is critical to projecting a professional image, establishing positive, professional relationships and is an expected element within the curriculum. All projects, as well as written and verbal correspondence, should be appropriate for a professional setting in content, tone, and format. Professional expectations include timeliness, respectfulness, preparation, attentiveness, and compliance.

Late Work
No late work is accepted

Plagiarism
Plagiarism of imagery, copy (text) or layout of any kind will result in a grade of zero and you will be reported to the University for academic review.

Class Participation
You are encouraged to participate in group critiques. Remember, all criticism is not bad. We are here to help you become a better communicator—please do not take any criticism personally. Also, you will be working in various small groups according to each project. This will count toward the final grade of your projects.

Attendance
Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- You will lose a single letter grade on your fourth (4) absence.
- Five (5) absences will result in the drop of another letter grade.
- Six (6) absences will result in the failure of the course.
- Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- Attending critiques are mandatory.

Studio Work Time
We share BH 234 with a number of other classes. This studio is scheduled in the room for 6 hours per week. You are required to stay in class until the end of each class to work on your projects. There is very little outside of class time opportunities to work in BH 234. Therefore, you must make the most of your time in the studio. The Think Tank is also available with 5 computers.

Cell Phones
You MUST TURN OFF your cell phones when entering the classroom. Never answer your cell phone in class. You are only allowed to use cell phones outside of the classroom during break times. Please do not text message in class or put your phone on vibrate.
Email Addresses
You must now use the University assigned email address. If you have not activated this email, please see the help desk to do so immediately.

Social Networking
Accessing social media as well as email is not allowed during lecture or studio work time, only on breaks.

Disability Services
The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room #116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Academic Advising
The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information, please call 361-825-3466.

Grade Appeal Process
As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures (available at http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C2.01_student_grade_appeal_procedure.pdf). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.
Course Description
This studio course is a practical, introductory course to the world of interactive and digital media design. This fast-paced studio focuses on creating interactive experiences that are both functional and engaging.

Course Objectives & Purpose
- To introduce students to communication through digital media
- To learn the process and basics of coding in HTML5/CSS
- To create with and learn the software necessary to create web pages. This includes Dreamweaver, Photoshop and Illustrator.
- To create well-designed website UI layouts, with the user in mind
- To explore alternative website creation with DIY Website Builders
- To explore animation in branding and advertising using Adobe Animate

Course Pre-Requisites
Must have software experience in Adobe Creative Cloud

Required Texts
No Texts. A subscription to Lynda.com for in-depth application exploration is recommended

Required Materials
- Portable media: Jump drive/USB drive. (At least 1 GB)
- Dropbox account
- Adobe CC recommended
- Students may incur website subscription and hosting fees

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 10 points of your final grade.
- An optional bonus assignment will be offered for an additional 8 points

Projects
There will be 4 major projects. Each project is broken down into a point system based on process and outcome. You will receive a grading rubric for each project that will outline the points breakdown for that specific project. Additionally, you will be graded on a final presentation of your final digital artifacts from this course.

Class Work Time
We will meet in Bay Hall 234 for our lectures. We also have a 1/2-day computer work time scheduled. You are expected to work during these computer lab time to complete assignments and critiques. If you need additional lab time, please work in the Think Tank.
Graded Activity

Grading Opportunities
100–90 A, 89–80 B, 79–70 C, 69–60 D, below F
- Outlined projects and assignments will total 90 points of your final grade.
- Class participation will total 10 points of your final grade.
- An optional bonus assignment will be offered for an additional 8 points

Major Project 1: Website Redesign (40 pts.)
  Part 1: Competitor Websites Evaluations :: 5 pts
  Part 2: Web Design Brief Template :: 5 pts
  Part 3: Simple Style Guide :: 5 pts
  Part 4: Responsive UI Web Designs: Home Page (Desktop, Mobile, Tablet), 2 Sub Pages (Desktop), Contact Page (Desktop) :: 15 pts

  Major Project 1 Presentation :: 10 pts

Major Project 2: Website Builder (20 pts.)
  Using Squarespace, the student will create a small (4-6 pg) website for their company from Major Project 1. They will retain the determined styles, themes and tone from their developed layouts as closely as possible. In addition to the the final live site, the student will be presenting screenshots of their Squarespace site on mockups.

Major Project 3: Animated Logo (10 pts.)
  Using Adobe Animate CC, the student will animate their logo from Major Project 1

Major Project 4: Animated HTML5 Banner Advertisements (10 pts.)
  Using Adobe Animate CC, the student will create a series of 2 HTML5 Animated Banner ads to drive traffic to their client’s new website, created in Project 2.

Final Presentation: Your Client’s Digital Portfolio (10 pts.)
  An evolution from the Major Project 1 Presentation, the course final will require students to present a complete deck of projects completed to include Web Brief points, Style Guide, Mocked up UI Designs, Mocked Up Squarespace Screenshots, Animated Logo, Animated Banner Ads and Email Blasts (if optional bonus assignment completed).

Class Participation (10 pts.)

Bonus Assignment: Email Marketing E-Blasts (Bonus 8 pts.)
  The student will work independently to create a series of e-blasts using popular email marketing platforms MailChimp or Constant Contact. Using either platform, the student will develop a series of 3 e-blasts to drive traffic to their client’s website. The style, theme and tone should be consistent with other digital assets developed for the client.
Class Schedule
This schedule is tentative and may change at any time. **Always check Blackboard** for any schedule revisions or updates.

**WEEK 1** Introduction, Syllabus, Course Overview.
- Discuss :: syllabus, class objectives, personal goals
- Homework :: Review Online Tutorials HTML & CSS Basics: An Introduction 1-7

**WEEK 2** JAN 23/25
- Lecture :: What is a website? HTML5/CSS, Content Management Systems & DIY Platforms
- Workshop :: My first HTML website part 1, part 2

**WEEK 3** JAN 30/FEB 1
- Workshop :: My first HTML website part 3
- Lecture :: Designing for Web, Inspirational & Functional Design
  - Lecture :: UI Design
  - Major Project 1 :: Introduction: Website ReDesign Assignment Overview
  - Homework :: Major Project 1: Choose your client/company from the Google Doc. Major Project 1: Part 1: Competitor Websites Evaluations DUE Monday

**WEEK 4** FEB 6/8
- **DUE** :: Major Project 1: Part 1: Competitor Website Samples, Class Discussion of 2 Examples
- Lecture :: The Web Design Brief
- Handout :: Major Project 1: Part 2: Web Design Brief Template, DUE Next Monday
  - Guest Lecturer :: Professional Digital Designer "Design has gone digital"
  - Lecture :: Logo Design for Web
  - Lecture :: The Simple Web Style Guide, Choosing Colors, Live Fonts, Image Optimization
  - Handout :: Major Project 1: Part 3: Simple Style Guide, DUE Next Monday

**WEEK 5** FEB 13/15
- **DUE** :: Major Project 1: Part 2&3. Class Discussion Direction (Style Guides and Web Brief)
  - Lecture :: What is Responsive Design?
  - Lecture :: Wireframing in Photoshop and Illustrator Video
  - Major Project 1: Part 4: Responsive UI WebDesigns: Home Page (Desktop, Mobile, Tablet), 2 Sub Pages (Desktop), Contact Page (Desktop) Presentation DUE Week 7

**WEEK 6** FEB 20/22
- Workweek :: Major Project 1: Part 4 UI Web Designs
- Presentation Preparation :: Compile Web Brief points, Style Guide, UI Designs into Presentation

**WEEK 7** FEB 27/MAR 1
- Final Workday :: Major Project 1: Part 4 Web Designs, Mock up Designs. Compile Presentation
  - **DUE** :: Major Project 1 Class Presentations

**WEEK 8** MAR 6/8
- Lecture :: Using Website Builders, Intro to Squarespace
- Major Project 2 :: Create a small (4-6 pages) DIY website for your company using Squarespace.com. DUE Week 11
WEEK 9  MAR 20/22
  • Workweek Squarespace

WEEK 10  MAR 27/29
  • Workweek Squarespace, Mockup Squarespace Screenshots, Major Project 2 DUE Monday

WEEK 11  APRIL 3/5
  • DUE :: Major Project 2 Class Presentation
  • Optional Bonus Assignment :: E-blast Series
  • Lecture :: Adobe Animate, Animating Logos
  • Major Project 3 :: Adobe Animate Logo
  • Homework :: Sketch Storyboard of Logo Animation Concepts, Adobe Help X Tutorials: Getting Started in Animate CC, Sections 1-3

WEEK 12  APRIL 10/12
  • Workweek :: Static Storyboards to Animated Logo

WEEK 13  APRIL 17/19
  • DUE :: Major Project 3: Animated Logo Class Presentation
  • Lecture :: Adobe Animate, HTML5 Banner Ads
  • Major Project 4 :: Adobe Animate Banner Ads, 2 sizes
  • Final Presentation Preparation :: mockups, animated logo and animated banner ads.

WEEK 14  APRIL 24/26
  • Workweek :: Major Project 4: Adobe Animate Banner Ads
  • Final Presentation Preparation :: Compile Final Presentation. Amend initial presentation to include Squarespace screenshots mocked up, animated logo and animated banner ads.

WEEK 15  MAY 1
  • Final Workday :: Animated Ads
  • Final Presentation Preparation
  • DUE :: Major Project 4: Animated Banner Ads

FINAL
  • Final :: Present your Final Emerging Tech Deck to include Web Brief points, Style Guide, Mocked up UI Designs, Mocked Up Squarespace Screenshots, Animated Logo, Animated Banner Ads and Email Blast (if optional bonus assignment completed)