Rochester Institute of Technology
Rochester, New York

National Technical Institute for the Deaf
Arts & Imaging Studies Department

Revised COURSE: 0855-394
formerly course 0878-328

1.0 Title: Interactive Digital Media
Credit Hours: 3
Prerequisite(s): 0855-341, 0855-342, 0855-343, 0855-344, 0855-351, 0855-352
Co-requisite(s): None
Course proposed by: T. Policano, K. Stoskopf

2.0 Course Information:

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<tr>
<th>Contact Hours</th>
<th>Maximum Students/Section</th>
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<tr>
<td>Classroom</td>
<td>2</td>
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<tr>
<td>Lab</td>
<td>3</td>
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<tr>
<td>Studio</td>
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<td>Other (specify _________)</td>
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Quarter(s) offered (check): _ Fall  X Winter  X Spring  _ Summer

Students required to take this course (by program and year, as appropriate):
Students choosing the Web Design Developer concentration in the Arts & Imaging Studies AAS and AOS programs

Students who might elect to take the course:
Student who have completed the pre-requisite course.

3.0 Goals of the course (including rationale for the course when appropriate):
The goals for this course are to provide experiences enabling the student to:
3.1 Develop reading, writing, analytical thinking, and problem solving skills related to interactive digital media
3.2 Recognize and describe how the combination of various media elements, transitions, and linking contribute to effective interactive digital media.
3.3 Identify and use the appropriate applications to prepare and integrate media elements for presentation
3.4 Identify career opportunities in the production of interactive digital media.

4.0 Course description (as it will appear in the RIT Catalog, including pre- and co-requisites, quarters offered):
This is a required course that provides an overview of designing interactive digital media. In this course, students will continue to learn how to use design elements successfully to
create a multi-page web site. Students will be introduced to the concepts of designing and developing interactive digital media, user interface theories, and the management and development of an interactive digital media file. Students will also create and prepare digital elements for network use. Issues of file size, quality, format, client/server interaction are covered. 2D/3D vector and raster graphics will be used along with animation, video and presentation applications. Prerequisites: 0855-341, 0855-342, 0855-343, 0855-344, 0855-351, 0855-352.  Class 2, Lab 3, Credit 3 (, S)

5.0 Possible resources (texts, references, computer packages, etc.):
5.1 Handouts, manuals, and reference materials
5.2 Readings from textbooks and professional trade journals
5.3 Software

6.0 Topics (outline):
6.1 History of interactive digital media and its purposes and uses
6.2 Overview of interactive media
6.3 Design strategies of interactive media
6.4 Design process – flowchart decision making and timelines
6.5 Creating interactive digital media for various applications
6.6 Prototyping digital media
6.7 User interface design
6.8 Testing and research skills

7.0 Intended learning outcomes and associated assessment methods of those outcomes:
Upon completion of this course, students will be able to:

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<td>7.1 Apply written specifications for layout, resolution, and output requirements for Internet, CD/DVD, slide or video production</td>
<td>Successful completion of projects per specified criteria; testing, critiques</td>
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<td>7.2 Create grids and templates used to produce interactive digital media presentations.</td>
<td>Successful completion of projects per specified criteria; testing, critiques</td>
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<td>7.3 Select and use appropriate tools to import, manipulate, or produce media elements such as photographs, text, graphics, sound, video and animation for presentation.</td>
<td>Successful completion of projects per specified criteria; testing, critiques</td>
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<td>7.4 Select transitions and make links from a menu of choices, for a variety of media elements to other sections of a presentation.</td>
<td>Successful completion of projects per specified criteria; testing, critiques</td>
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<tr>
<td>7.5 Define and use technical vocabulary to identify and discuss media elements, their integration and interaction within a presentation.</td>
<td>Successful completion of projects per specified criteria; testing, critiques</td>
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<td>7.6 Prepare for the job application and interview, resume writing, and portfolio building processes; describe primary skills learned in this course; select and archive projects which may be appropriate for inclusion in a</td>
<td>Written assignments, test, project presentations</td>
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8.0 **Program or general education goals supported by this course:**

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<td>8.1</td>
<td>In conjunction with other courses in this proposal, prepares students for continued career development in the fields of fine arts, imaging, and publishing.</td>
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<td>8.2</td>
<td>Comprehend and apply instructions and project specifications for the creation and editing of interactive digital media.</td>
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<td>8.3</td>
<td>Ability to engage in critical thinking, through expressing and receiving criticism of own and others’ work.</td>
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<td>8.4</td>
<td>Manage time effectively and develop conceptual problem-solving and decision-making skills</td>
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9.0 **Other relevant information** (such as special classroom, studio, or lab needs, special scheduling, media requirements, etc.):

9.1 This course will be taught in the Arts & Imaging Studies class and laboratories.

9.2 Each A&IS lab is equipped with individual student workstations, a teacher’s workstation, computer projector, white board, and work table.

10.0 **Supplemental Information:**

10.1 Course requires 5 class/lab hours per week which includes presentations, demonstrations, discussions, critiques & project work time. Outside class/lab time is expected for idea development, and continued work on projects. Students have the option of re-doing a project to improve their grade; this is not an option for quizzes, tests & the final exam.