

**FST 398 002: Interactive Media**  
**Instructor: Andre Silva**

**Thursday 1:00-3:45pm KE 1122**  
**Office Hours: Monday 11-1pm**

**REQUIRED TEXT: Flash CS3 Professional**

**INTRODUCTION:** The term, Interactive Media refers to media that allows for active involvement by the participant or media that permits a two-way interaction or exchange of information. In this class, we will create interactive projects/experiences using Adobe Flash and the VJing software, FLxER, with some assistance from Adobe Photoshop and Adobe After Effects. Though we will explore the more conventional aspects creating media with these programs (for example, creating short animations in Flash), we should also be thinking about how to utilize the software to think about cinema in new ways. Essentially, we are pioneers in a new cinematic landscape.

**OVERVIEW AND EXPECTATIONS:** Keep in mind that we are in an academic environment and thus, rather than simply exploring the technical aspects of creating interactive media or the “how to,” we will also look interactive media from a theoretical perspective. For example, how is interactive media changing our experience with cinema? How is this form of communication changing cinema itself, if at all?

**OUTSIDE CLASS COMMUNICATION:** Since this class meets only once a week, I will keep you updated on and reminded of any class-related issues via UNCW e-mail. *Please regularly check this e-mail* so that you are never out of the loop. I will also send any progress/project grades to this account.

**GRADES:** The recipe for making an A in this class is to devote the necessary time to projects, speak up in class and yes, sometimes fail. That’s it! This class is about exploration so I am not looking for you to meet my aesthetic criteria. I will be looking for dedication that results in a solid product.

A=100-93, A-=92-90, B+=89-87, B=86-84, B-=83-80, C+=79-77, C=76-74, C-=73-70, D+=69-67, D=66-64, D-=63-60, F=59 and below

- A = Exceptional thought, creativity and extra effort have been applied; great understanding and application of concepts; all requirements are fulfilled.
- A- or B = Very good creativity and effort; all requirements are fulfilled.
- C = Average effort; one requirement NOT fulfilled.
- D = Poor effort and/or more than two requirements are NOT fulfilled.
- F = Not turned in; or, no attention to requirements, no effort

**ATTENDANCE:** Attendance is mandatory. Two unexcused absences will result in your being dropped a letter grade. Three unexcused absences will result in failure for the class. If you are 15 or more minutes late for class, you will be counted absent. Absences are excused only in the case of a family tragedy or documented medical emergencies.

**TARDINESS:** If you're late twice, those two tardies add up to one unexcused absence. After that, if you miss attendance, you're counted absent.

ALL ASSIGNMENTS MUST BE TURNED IN ON THE ASSIGNED DATE. No late assignments will be accepted. Assignments turned in after the due date will receive a zero. Incomplete assignments will be graded as is. No exceptions other than for family tragedy or medical emergencies (with documentation).

**ACADEMIC HONOR CODE:** The University is very clear in regards to its academic honor code, including plagiarism, bribery, cheating and other student responsibilities. That code can be found in the Student Handbook and Code of Student Life as well as in the Faculty Handbook. It is the operative code, without exception, for this class.

**MY OFFICE HOURS:** Please make an appointment to visit me during my office hours if you have any questions about the assignments or your progress in the class.

#### **COURSE ASSIGNMENTS AND GRADE DISTRIBUTION:**

- **Interactive Media Analysis:** A 10-minute analysis of an interactive product (i.e. a Flash website, a DVD, etc). You should present an account of its design principles, technical features, and how this work – and works like it – operate in our culture or in the culture in which they were created. I have reserved a good portion of class time for this purpose. **(5 points)**.
- **Assignments 1-4:** To firmly ground you in understanding Flash, you will complete 4 compulsory exercises in drawing, animation and basic interactivity **(4 X 5 points)**.
- **Interactive Flash for the Web:** This project will result in a web-ready Flash animation in which users may click on buttons (visible or invisible to access various project elements and screens) **(20 points)**.
- **VJing Project:** Create a series of short Flash Animations to be plugged into the VJ software FLxER for live mixing at the end-of-semester event. This project also requires live mixing on your part **(20 points)**.
- **Paper (3-5 pages):** You should plan to attend the Douglas Rushkoff lecture, Monday, October 25 @ 7pm in Kenan Auditorium (reserve tickets now!). You will then write a paper explaining how you feel the lecture relates to the concept of interactive and “live” cinema **(15 points)**.
- **Quizzes:** You will be asked to create something specific in Flash and FLxER and be given a certain amount of time, in class, to complete the project without the aid of a textbook or online resource **(2 X 10 points)**.