

The Art Institute of Seattle
Course Syllabus

Course Title: INTERACTIVE COMMUNICATIONS PLANNING & RESEARCH
Course Number: GWDA317

Course Description This course covers real-world pre-production methods and research for interactive media. Emphasis is on content research, assessing client needs, pre-production assets, and planning of advanced interactive communication publications.

Course Length: 11 weeks
Contact Hours: 44 hours
Credit Value: 3

Quarter Credit Hour Definition

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, studio work, and other academic work leading to the award of credit hours.

*Course Competencies:

At the conclusion of this course the student should be able to...

Meet the needs of a real or simulated industry client

- Evaluate client's assets and create additional project assets as necessary
- Prepare and implement a requirements analysis
- Write a creative brief for a client

Create planning documents for advanced interactive publications

- Conduct background research and competitive analysis
- Create scripts, flow charts, storyboards, and wireframes

Course Prerequisites: INTRODUCTION TO WRITING FOR INTERACTIVE MEDIA

Method of Assessment: See Instructor's Syllabus Addendum for details. Information literacy assessment included.

Textbooks:

Title: Digital Textbook: Practical Research: Planning and Design
Author: Leedy, P. & Ormrod, J.
Date: 2016
Publisher: Pearson
ISBN: 9780133741322

Required Supplemental Materials: See Instructor's Syllabus Addendum for details.

Attendance Policy:

Students must notify the Registrar's Office if they will be missing two weeks of classes. After two consecutive weeks of absences in all courses students are subject to being administratively withdrawn from school, regardless of notification.

Plagiarism:

Students are expected to meet academic standards of honesty in all aspects of their work at The Art Institute of Seattle. All work submitted, including papers and projects, written and oral examinations, and oral presentations and reports, must be free of plagiarism. **Plagiarism is using the creations, ideas, or words of someone else without formally acknowledging the author or source through appropriate use of quotation marks, references, and citations.**

Examples of plagiarism include using another person's ideas as your own; copying words from a book or magazine without using quotes and citation; paraphrasing another person's work without citation; or presenting designs, art or digital files created by someone else as your own. Any student who is uncertain whether his or her use of the work of another will constitute plagiarism should consult the course instructor before submitting the course work involved. Citation standards and guidelines are available from you instructors and The Art Institute Library.

The Art Institute of Seattle Policy on Plagiarism- It is the policy of The Art Institute of Seattle that students who copy or otherwise plagiarize the assignments, examinations, artwork, media or projects of other individuals are subject to disciplinary action, including failure of the course in which the plagiarized work was submitted or possible termination from The Art Institute of Seattle.

Disability Services:

The Art Institute of Seattle provides accommodations to qualified students with disabilities. The Office of Disability Support Services assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Seattle.

Students who seek reasonable accommodations should notify the Office of Disability Support Services at 1-855-855-0567 or via email at TheCenterDSS@edmc.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with The Office of Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Office of Student Conduct and Resolution at studentresolution@edmc.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

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Students who seek reasonable accommodations should notify the Disabilities Services Coordinator at Sara Lyttle, MaED, Disability Services Officer, Direct Line: 412.518.3304, Fax: 480.999.8966, Email: slyttle@edmc.edu of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact Sara Lyttle, MaED, Disability Services Officer, Direct Line: 412.518.3304, Fax: 480.999.8966, Email: slyttle@edmc.edu. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.