

## Course Syllabus

### A. COURSE INFORMATION AND TEACHING STAFF

1. Course	Name	INTERACTIVE DIGITAL MEDIA						
	Code	152216060						
	Activity	Lecture						
	Credit hours	3						
	Semester	Spring 2023/2024						
	Pre-requisite	No Pre-Requisite						
2. Teaching staff, time and location	Section	Building	Room	Day	Time	Instructor	Office hours	
	1	MS	303	S	09:00-12:00	Dr.Shadi Radwan Ibrahim Abu Ayyash Shadi.AbuAyyash@aaup.edu	SW 13:00 - 14:59	

### B. COURSE POLICIES

1. Commitment and Attendance	<p>Attendance is required; and university regulations in this regard are strictly applied. It is important to note the following:</p> <ol style="list-style-type: none"> <li>The student is expected to follow all announcements issued by the university, faculty, department as well as the course instructor through the official channels. It is the student's full responsibility to get aware of these announcements and to react accordingly.</li> <li>The student has to communicate electronically with the course instructor, whenever needed, through the official channels exclusively which are limited to the AAUP email and Moodle messages only.</li> <li>The student is expected to attend all classes* and to arrive at classroom on time.</li> <li>If the instructor is late for class, the student must wait for at least 10 minutes before leaving the classroom.</li> <li>Absence by more than 25% of classes leads to an automatic withdrawal from the course (the grade W is assigned).</li> </ol>
2. Performance of assessment activities	<p>The student must perform all course assessment activities, i.e. assignments, quizzes, exams etc. It is important to note the following:</p> <ol style="list-style-type: none"> <li>Absence from an exam or a quiz other than the final exam leads to a zero mark in that exam or quiz. An exception allowing a makeup is made for a student submitting a legitimate excuse that is accepted by the instructor in a timely manner.</li> <li>Absence from the final exam leads to an FA grade that eventually turns to an F grade. An exception allowing a makeup exam is made if the student submits an official excuse that is accepted by the Academic Affairs in compliance with the university regulations.</li> </ol>

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3. Academic Integrity	<p>The student is expected to be honest during the performance of assessment activities. While not limited to the list below, the following actions are examples of cheating:</p> <ol style="list-style-type: none"> <li>1. Copying from other students.</li> <li>2. Using materials that are not authorized by the proctor during quizzes or exams.</li> <li>3. Collaborating with other students during quizzes or exams.</li> <li>4. Stealing or buying the content of exams, quizzes, and assignments.</li> <li>5. Stealing ideas and work of others and presenting them as that of the student</li> </ol>	
4. Grading	<p>The university uses the letter grading system. It is important to note the following:</p> <ol style="list-style-type: none"> <li>1. The passing grade is D, and the corresponding score (out of 100) is determined at the end of the semester.</li> <li>2. At the end of the semester, the scale of scores is determined by converting each</li> </ol>	
5. Learning and teaching methods	Lectures	Class sessions involve lectures, video shows, case studies, discussions, debates, and power-point presentations on topics and current issues related to the course contents.
	Readings	This must be a key responsibility to each student. Students should read the relevant parts of the textbook and other materials before class. They should be prepared to raise questions and to get engaged in arguments on related topics in the class schedule.
	In class learning activities	Students are encouraged to learn actively individually and cooperatively in groups. Students are expected to engage with the material, participate in the class, and collaborate with each other. Students will be asked to analyze an argument, demonstrate role play, discuss case studies, make presentations, or apply a concept to a real-world situation.
	Outside class learning activities	The course instructor assigns projects and home assignments to students individually or in groups.
	Feedback	The instructor provides the students with feedbacks on their performance throughout the course, which can help them to realize their weaknesses and work harder to improve their performance.
	Online learning	Online learning platforms are utilized to provide students with additional resources as well as a continuous access to the course material beyond the classroom.

### C. COURSE DETAILS

1. Course description & purpose	<p>This course provides a foundation in the principles and practices of interactive digital media. Topics covered include history and evolution of interactive digital media, development process in interactive digital media, fundamental components of interactive digital media, aesthetics in interactive digital media, authoring interactive digital media, media content and usability. Emphasis will be placed on the growth of interactive digital media in non-traditional media fields including healthcare and education.</p>
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#### 2. Course learning outcomes (CLOs)

	Upon the completion of the course, students will be able to achieve the following learning outcomes:
CLO1	<b>Understand</b> differences between interactive digital media from other forms of digital media and compare the forms of interactive digital media.
CLO2	<b>Inspect</b> the evolution of interactive digital media and explain the uses of interactive digital media in advertising, education, healthcare and other fields.
CLO3	<b>Categorize</b> the fundamental components of interactive digital media and select the types of media content to be used in an interactive digital media project.
CLO4	<b>Create</b> an interactive digital team, choose team members and evaluate best practices in interactive digital media product development.
CLO5	<b>Analyze</b> the impact of aesthetics in the success of interactive digital media products and assess the challenges of selecting the appropriate aesthetics.
CLO6	<b>Create</b> and author interactive digital media in the form of video games, virtual reality, websites and mobile apps.
CLO7	<b>Appraise</b> the importance of usability, examine the challenges of achieving usability in every phase and formulate guidelines to ensure an interactive digital media product is usable and fun.
CLO8	<b>Pursue</b> diversity and creativity
CLO9	<b>Establish</b> ethical awareness in digital content creation
CLO10	<b>Master</b> basic digital media tools and techniques
CLO11	<b>Carry Out</b> interactive design principles

#### 3. Assessments

Assessment tool	Weight %	CLOs	Due week
Term Paper	15%	1,2,3	8
Assignment	15%	5,10,11	10
Project	20%	3,4,5,7,8	14
Presentation	10%	1,2,10	12
Final Exam	40%	1,2,3,5,6,7,8,9,10,11	16
<b>Total</b>	<b>100%</b>		

Final Exam: **Project Overview: "Palestinian Cultural Journey"** Concept: Develop a simplified, interactive web application that guides users through the diverse aspects of Palestinian culture, including traditional music, cuisine, dance, and crafts. The platform will use engaging narratives, beautiful imagery, and interactive elements to educate users about the richness of Palestinian heritage in an accessible manner. Key Features:

##### 1. Digital Photo Essay: "Day in the Life" Series

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**Concept:** Create a series of photo essays, each capturing "A Day in the Life" of various individuals across Palestine, such as a farmer, a student, an artist, and a small business owner. Each essay combines photography with short, narrative text to provide insights into daily routines, challenges, and joys. **Implementation:** **Digital Storytelling:** Use a simple web-based slideshow format where users can click through photos and read accompanying stories. **Aesthetics:** Maintain a consistent visual theme across the series to unify the diverse stories, using color and typography that reflect the warmth and resilience of Palestinian culture. **Usability:** Design the interface to be intuitive, with easy navigation and responsive design for accessibility on various devices.

### 2. Interactive Map: "Cultural Landmarks of Palestine"

**Concept:** Develop an interactive map showcasing significant cultural and historical landmarks across Palestine, such as the ancient city of Jericho, the vibrant markets of Nablus, or the iconic architecture of Bethlehem. **Implementation:** **Digital Storytelling:** For each landmark, provide a brief history, cultural significance, and a gallery of images or short video clips. **Aesthetics:** Use a minimalist map design with custom icons for each landmark. When a user selects a landmark, a pop-up provides information in a visually appealing format. **Usability:** Ensure the map is user-friendly, with clear zoom and scroll functions, and make information pop-ups easily dismissible.

### 3. Interactive Recipe Book: "Flavors of Palestine"

**Concept:** Create an online interactive recipe book featuring traditional Palestinian dishes. Each recipe is accompanied by step-by-step instructions, cultural context, and stories about the dish's significance in Palestinian gatherings. **Implementation:** **Digital Storytelling:** Incorporate video clips or animated GIFs showing key steps in the preparation of each dish, alongside narratives about the recipes' origins and occasions they are prepared for. **Aesthetics:** Design the recipe pages with vibrant photographs of the dishes and ingredients, using a layout that's visually engaging yet easy to follow. **Usability:** Organize recipes into categories and provide a search function. Ensure the site is mobile-friendly, allowing users to easily follow recipes from their devices in the kitchen.

4. CLOs assessment	Outcomes	CLO 1	CLO 2	CLO 3	CLO 4	CLO 5	CLO 6	CLO 7	CLO 8	CLO 9	CLO 10	CLO 11
	1 - Term Paper	✓	✓	✓								
	2 - Assignment					✓					✓	✓
	3 - Project			✓	✓	✓		✓	✓			
	4 - Presentation	✓	✓								✓	
	5 - Final Exam	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓

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5. Course  
schedule

Week	Topics	Study material	Assignment	CLOs
1	<ul style="list-style-type: none"> <li>Course overview</li> <li>Overview of Interactive Digital Media:1. Differentiating interactive digital media from other forms of media2. Forms of interactive media3. Developing interactive digital media</li> </ul>	<ul style="list-style-type: none"> <li>Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>		1,2,3,9
2	<ul style="list-style-type: none"> <li>Overview of Interactive Digital Media:</li> <li>Essential skills for the interactive digital media developer</li> <li>Impact of interactive digital media</li> </ul>	<ul style="list-style-type: none"> <li>Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>		1,2,3,10
3	<ul style="list-style-type: none"> <li>History of Interactive Digital Media:1. Evolution of interactive digital media2. Graphical user interface3. Development and evolution of video games4. Growth of the internet5. Multimedia development6. Use of interactive digital media in advertising, healthcare, and education</li> </ul>	<ul style="list-style-type: none"> <li>Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>		1,2,9,10
4	<ul style="list-style-type: none"> <li>Interactive Digital Media Process and Team:1. Creating an interactive digital media team2. Choosing team members3. Interactive digital media process4. Pitching the project5. Development process6. Iterations of product development in interactive digital media7. Best practices in interactive digital media process</li> </ul>	<ul style="list-style-type: none"> <li>Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>		1,2,3,4,10
5	<ul style="list-style-type: none"> <li>Fundamental Components of Interactive Digital Media:1. Components of interactive digital media2. Analog vs. digital media3. Bits and bytes4. File formats5. Analog to digital6. Advantages of digital media7. Compression8. Description vs. command-based encoding of media9. Use of color in interactive digital media</li> </ul>	<ul style="list-style-type: none"> <li>Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>		1,2,3,5,9,10

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Week	Topics	Study material	Assignment	CLOs
6	• Continue on Fundamental Components of Interactive Digital Media	- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a>		1,2,3,5,7,9,10
7	• Media Content• Types of media content 1. Graphics 2. Pixel-based images 3. Vector-based images 4. 2D animation 5. 3D graphics and animation	- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a>		1,2,3,7,9,10
8	• Media Content – Continue1. Audio2. Video in interactive media3. Text in interactive media	- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a>		1,2,3,5,7,9,10
8	Term Paper	- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a>	Midterm Examination (Essay: Assessing knowledge of IDM fundamentals and history)	
9	<u>Group and final projects discussion</u>	- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a>		2,4,5,6,9,10

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Week	Topics	Study material	Assignment	CLOs
10	<ul style="list-style-type: none"> <li>• Aesthetics in Interactive Digital Media1. Aesthetics in digital media2. Typography3. Color4. Aesthetics layout principles5. Importance and impact of aesthetics on product success</li> </ul>	<ul style="list-style-type: none"> <li>- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>		1,2,3,5,9,10
10	Assignment	<ul style="list-style-type: none"> <li>- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>	Assignment: Analyzing a non-media sector's potential for IDM application.	
11	<ul style="list-style-type: none"> <li>• Aesthetics in Interactive Digital Media - Continue1. Aesthetics in websites, mobile apps, games and virtual reality/augmented reality2. Challenges of choosing aesthetics in interactive digital media</li> </ul>	<ul style="list-style-type: none"> <li>- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> </ul>		1,2,3,5,9,10
12	Presentation		Topic presentations	



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Week	Topics	Study material	Assignment	CLOs
13	• Digital Storytelling	- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a> - Zeman, N. B. 2017. Storytelling for interactive digital media and video games, Boca Raton, FL, Taylor & Francis		1,2,3,9,10
14	• Usability1. Importance of good usability2. Achieving good usability in every phase3. Challenges of achieving usability4. Guidelines for good usability5. Guidelines for fun6. Usability and play testing	- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a>		1,2,3,7,9,10



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Week	Topics	Study material	Assignment	CLOs
14	Project	<ul style="list-style-type: none"> <li>- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> <li>- Zeman, N. B. 2017. Storytelling for interactive digital media and video games, Boca Raton, FL, Taylor &amp; Francis.</li> <li>- Aguilera, E. 2022. Digital Literacies and Interactive Media: A Framework for Multimodal Analysis, Routledge.</li> </ul>	Group Project: Developing an IDM solution addressing a real-world problem.	
15	• Media Literacy	<ul style="list-style-type: none"> <li>- Aguilera, E. 2022. Digital Literacies and Interactive Media: A Framework for Multimodal Analysis, Routledge.</li> </ul>		1,2,3,9, 10
16	• Media Literacy continued	<ul style="list-style-type: none"> <li>- Aguilera, E. 2022. Digital Literacies and Interactive Media: A Framework for Multimodal Analysis, Routledge.</li> </ul>		1,2,3,9, 10

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	Week	Topics	Study material	Assignment	CLOs
5. Course schedule	16	Final Exam	<ul style="list-style-type: none"> <li>- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> <li>- Zeman, N. B. 2017. Storytelling for interactive digital media and video games, Boca Raton, FL, Taylor &amp; Francis.</li> <li>- Aguilera, E. 2022. Digital Literacies and Interactive Media: A Framework for Multimodal Analysis, Routledge.</li> </ul>	A comprehensive IDM product incorporating course learnings.	

### D. COURSE MATERIAL

1. Textbook	<ol style="list-style-type: none"> <li>1. Griffey, J. (2020). <i>Introduction to Interactive Digital Media: Concept and Practice</i> (1st ed.). Routledge. <a href="https://doi.org/10.4324/9780429053658">https://doi.org/10.4324/9780429053658</a></li> <li>2. Zeman, N. B. 2017. <i>Storytelling for interactive digital media and video games</i>, Boca Raton, FL, Taylor &amp; Francis.</li> <li>3. Aguilera, E. 2022. <i>Digital Literacies and Interactive Media: A Framework for</i></li> </ol>
2. Reference material	
3. Internet resources	