**Bay Area Video Coalition**

# From Print to Web

## Syllabus

Date:        13 January 2012
Time:        3:00 p.m.
Instructor:  Richard S. Mitchell
             urchard@comcast.net
             www.urchard.com/teaching/

**Course description**

Migrating information from the more or less static medium of print to the dynamic medium of the Web presents many challenges as well as offers new possibilities. These challenges and opportunities stem from the differences between the media, which act as both delivery and interaction mechanisms. This lecture will explore these differences and offer an overview of best practices and the current state of the art.

**Comparing print and web as**

- delivery mechanisms: fine control vs. hope for the best
- structures of information architecture: in a crowd or all by myself
- interactive media: the limits and potential of paper and screen

**Recommended text and resources**

Dieter Daniels. "Strategies of Interactivity".
          http://www.hgb-leipzig.de/daniels/vom-readymade-zum-cyberspace/strategies_of_interactivity.html
Patrick J. Lynch and Sarah Horton. *Web Style Guide Online.* http://webstyleguide.com/wsg3/index.html
Katie Salen and Eric Zimmerman. Rules of play: game design fundamentals. MIT Press.
Edward Tufte. Any and all of his books.