SYLLABUS

INTERACTIVE DESIGN 350

Art 350: Fall Semester 2020

Professor: Wayne Conrady II : wconrady@pointloma.edu

Meeting Days and Time: Monday/Wednesday, 6pm–8:20pm

Meeting Location: Zoom Room 593 571 9377

COURSE DESCRIPTION

An introduction to history, theory, industry standards and best practices for interactive/web projects. Students apply user-centered design methodologies, principles, and systems to create user interfaces for interactive mobile and web publishing.

PREREQUISITE(S):

ART 1003, ART 2002, or consent of instructor.

COURSE LEARNING OUTCOMES

By the end of the semester you will have a strong understanding of User Experience (UX) User Interfaces (UI) and adaptive modalities for modern web applications. During the class we will talk about HTML, CSS, Style Guides, Pixel Heights, Padding, and all that good stuff but really we're going to spend the majority of our time together building our skills as graphic communicators and learning the philosophy of Human Centred Design (HCD). My goal is to help you become great designers who will help to shape the look and feel of the next generation of websites and apps - I'm not going to try and teach you to mediocre coders. So get excited it's going to be very hands on and fun.

REQUIRED TEXTS

1) Norman, D. (2013). The Design of Everyday Things: Revised and Expanded Edition. New York, NY: Basic Books.

2) Krug, S. (2010). Web Usability: Rocket Surgery Made Easy. München, DE: Addison Wesley.

REQUIRED SOFTWARE

Adobe InDesign
Adobe Illustrator
Adobe XD

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3 unit class delivered over 15 weeks. Specific details about how the class meets the credit hour require- ment can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

DISTRIBUTION OF STUDENT LEARNING HOURS

Online Participation in Discussions, Groups, etc:	**40 hours**
Reading Assignments:	**10 hours**
Written Assignments:	**2.5 hours**
Other Assignments & Learning Activities	**54 Hours**
Quizzes, Surveys	**6 Hours**
Total Hours	**112.5 Hours**

ASSESSMENT AND GRADING

Your grades will be posted in the Canvas grade book no later than one week after an assignment is due. It is important to read the comments posted in the grade book as these comments are intended to help you improve your work. Final grades will be posted within one week of the end of the class. Grades will be based on the following:

STANDARD GRADE SCALE BASED ON PERCENTAGES

A- 90-92   **A** 93-100

B- 80-82   **B** 83-86   **B+** 87-99

C- 70-72   **C** 73-76   **C+** 77-79

D- 60-62   **D** 63-66   **D+** 67-69

F 0 -59

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map on State Authorization to view which states allow online (distance education) outside of California.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned in extremely unusual circumstances.

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See Academic PoliciesLinks to an external site. for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act.

PLNU ACADEMIC ACCOMMODATIONS POLICY (cont'd)

Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

PLNU ATTENDANCE AND PARTICIPATION POLICY

FACE-TO-FACE DIGITAL FORMAT (ZOOM MEETINGS)

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If you are absent from more than 10 percent of class meetings, I may file for de-enrollment. If the absences exceed 20 percent, you may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for your work and participation. See Academic PoliciesLinks to an external site. in the Undergraduate Academic Catalog.

ONLINE FORMAT

You are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. Some coursework for this class will come in the form of videos and podcasts. You can complete this work at a time that fits you best but all work must be completed before the next class meeting (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement.)

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for you to encounter God and grow in their Christian faith. If you have questions, a desire to meet with the chaplain or have prayer requests you can contact the Office of Spiritual Development Links to an external site.

USE OF TECHNOLOGY

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the Technology and System Requirements Links to an external site.information.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your classwork.

COURSE SCHEDULE AND ASSIGNMENTS

Note: Readings are due Monday following the week they are assigned.
For example, readings under Week 1 should be completed by Monday, Week 2.

Week 1 | Introductions

Assignment: Personal Profile Response

Week 2 | What is UX & UI

Discussion: Design Standards & Frameworks

Discussion: What is Human Centered Design

Reading: Donald A. Norman, The Design of Everyday Things (chapter 1)

Assignment: "10 Questions" - Design Layout

Week 3 | Buttons, Toggles, and Sliders....oh my

Discussion: Norman doors & discoverable design

Discussion: Make it work, then make it pretty

Reading: Donald A. Norman, The Design of Everyday Things (chapter 2)

Assignment: Group Assignment - Annalyze the Web

Week 4 | Adaptive Design Frameworks

Discussion: Play the chord untill it becomes a song

Discussion: Why mobile up design will save you time

Reading: Donald A. Norman, The Design of Everyday Things (chapter 3)

Assignment: Group Assignment - Annalyze the Web (cont'd)

Week 5 | User Experience & Intuitive Design

Discussion: UX in your life, what's working and what doesn't?

Discussion: Event triggers & user feedback response

Research: How have interactive experiences departed from the web

Reading: Donald A. Norman, The Design of Everyday Things (chapter 4)

Assignment: Animate event trigger states

Week 6 | Design Framework

Discussion: Recursive logic, paradox, and garden paths

Discussion: E-commerce and design sales strategy

Reading: Donald A. Norman, The Design of Everyday Things (chapter 5)

Assignment: Select your major web project

Week 7 | Big Project Week

Personal Discussion: What do you want to make?

Research: Find good examples of UX Framework

Reading: Donald A. Norman, The Design of Everyday Things (chapter 6)

Assignment: Create UX framework for site function

Week 8 | What We Know Now

Discussion: Theory of mind, 5 layers of why, and HCD

Reading: Donald A. Norman, The Design of Everyday Things (chapters 7 & 8)

Assignment: The Design of Everyday Things Midterm

Week 9-15 | Personal Assignment

For the remainer of the semester we will be building, testing, and refining our personal projects. Deleverable dates and discussions be tailored to each student. Please refer to Canvas each week to see how we will be applying Steve Krug's Rocket Surgery Made Easy to our user testing models.