



Point Loma Nazarene University

Art 4050 - Interactive Web Design

Course Units: 3

**Spring 2023
January 10 - April 28**

Meeting days: Monday & Wednesday	Instructor: Tiziana d'Agostino
Meeting times: 6:00 PM - 8:20 PM	Phone:
Meeting Location: Ryan Library, Room LW216	Primary Email: tdagosti@pointloma.edu
Final Assignment Due: Final projects will be presented on Monday, May 1, 2023 7:30 PM - 10:00 PM	Office Hours: By appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

In this course, we will explore the creative, technical, and strategic dimensions of interaction design. Through readings, lectures, and projects, you will learn and confidently apply the skills necessary to create digital products that are usable, viable, and feasible. You will also participate in team activities designed to help you become more comfortable with a culture of speed and collaboration.

We will cover a range of topics—from usability testing to interactive design systems. By the end of the term, you will have built both a portfolio site to showcase your work and an app prototype.

Prerequisite(s): [ART 3050](#) or consent of instructor.

COURSE LEARNING OUTCOMES

This course is the second in a three-part series that takes students from understanding web technology and languages by using design as a method for solving the world's biggest challenges.

In ART4050 we will focus on the role of UX in Product Design — an emerging field that requires designers to navigate business strategy and technical constraints all while designing for the user experience.

By the end of the semester, you will have a stronger understanding of how User Experience (UX) designers develop systems of affordances that can help improve peoples' day-to-day lives. You will be able to conceptualize and validate digital product concepts with an understanding of what it would take to launch in the real world.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Required readings and videos will be provided to you when they are assigned. Students will author written responses based on prompts via the Canvas Discussion module before the start of the following class.

Below are recommended books that are companion texts for this course — these are *not* required readings for the course. More will be added as the course progresses

1. The Design of Everyday Things, Don Norman
2. [Microinteractions](#), Dan Saffer
3. [Well-Designed: How to Use Empathy to Create Products People Love](#), Jon Kolko

REQUIRED SOFTWARE

- Sketch
- Keynote
- Trello
- Slack

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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request. (Based on 37.5 hours of student engagement per credit hour.)

Category	Time Expectation in Hours
Class Participation in Discussions, Groups, etc.	40
Reading Assignments	10
Written Assignments	2.5
Other Assignments & Learning Activities	60
Total Hours	112.5

DAILY SCHEDULE

Over the course of the semester, we will cover the following topics, one per week. Please note, the topics may change.

1. Weekly Summary
2. Introduction to class
3. Research (target and competitors)
4. Personas, User stories, empathy maps
5. Screen flows, Interaction Design, use cases
6. Intro to moderated usability testing
7. Paper Prototype testing
8. Wireframes
9. Interactive Wireframes
10. Spring Break - No class
11. Interface design basics
12. Journey Maps, ecosystem, attention
13. UX metrics
14. Usability Testing
15. Easter - Portfolio sites - no class
16. Case Study, optimizing
17. Work day

ASSESSMENT AND GRADING

Over the course of the semester, you will have several assignments to work on. Details, specs and due dates will be posted in Canvas. Final grades will be locked in at the end of the semester. Final grades will be posted within one week of the end of the class. In addition to your assignments, you will be graded on written responses to assigned readings and any other class exercises. Participation and attendance will also count toward your final grade.

A	B	C	D	F
A 93-100	B+ 87-89	C+ 77-79	D+ 67-69	F Less than 59
A- 90-92	B 83-86	C 73-76	D 63-66	
	B- 80-82	C- 70-72	D- 60-62	

INCOMPLETE 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 Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond

Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the [Title IX Office](#). Please be aware that under Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at counselingservices@pointloma.edu

PLNU ATTENDANCE AND PARTICIPATION POLICY

ATTENDANCE

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 Policies](#) in the Undergraduate Academic Catalog.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole person. To this end, we provide resources for you to encounter God and grow in your 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](#)

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](#) information.

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