ART3015-2 FA25 - Introduction to Interactive Web Design

Meeting Time: M/W, 10:40 am–1:00 pm
Location: Ryan Library 216
Units: 3

Course Description

In this course, we will explore the creative, technical, and strategic dimensions of interactive web design. Through research, lectures, and projects, you will learn to confidently apply the skills necessary to create effective and engaging digital experiences. You will also participate in group activities designed to help you become more comfortable with a culture of iteration and collaboration.

We will follow a human-centered design process that includes planning and discovery, ideation, prototyping, presentation, and refinement.

Instructor

Matt Turney is a San Diego-based designer and educator with over two decades of experience in interactive and print design in sports, fashion, and entertainment.

mturney@pointloma.edu

858-349-6370 (Texts preferred)

Required Course Materials

Required Software

- FigmaLinks to an external site.
    - An educational account (equivalent to Pro version) is provided
- Adobe Creative Cloud
- AI tools such as Chat GPTLinks to an external site., GeminiLinks to an external site., and MidjourneyLinks to an external site.

Textbook

There is no required textbook for this course. Reading material will be provided by the instructor or through self-discovery.

Program and Course Learning Outcomes

- Develop a vocabulary of visual and written design skills, specifically within digital environments that build upon lessons from prerequisite classes.
- Become comfortable with the practical application of contemporary interactive web design concepts
- Develop an understanding of contemporary web design tools, patterns, and best practices
- Apply research methods such as user testing and participant observation to understand people's behaviors, attitudes, and expectations
- Get comfortable collaborating in group settings
- Use iteration and validation to discover and test possibilities within your digital designs and prototypes
- Build up your ability to articulate your design decisions to an audience of your peers
- Engage successful design practices and professionals through agency visits, guest lectures, and/or community involvement

Course Structure

This is a studio class with time devoted to lectures, discussion, practice activities, design work sessions, and critique. The class consists of three in-class projects, a final project, and reading/viewing assignments to complement coursework. Unless otherwise arranged, only ART 30150 work may be worked on in class.

Assessment and Grading

Class Participation

Students demonstrate ideal class participation by coming to class prepared, working during class hours, and actively participating in class discussions and critiques.

Presentations

At the end of each project, you will give a presentation (5-10 minutes) of your final project. Your presentation should give insight into your design process and demonstrate proficiency with the course material.

Deadlines

Deadlines manage the process for any organization. Students are expected to have all of their assignments delivered on time by the start of the class in which they are due. For each day late, the student's grade on an assignment will be reduced by 10%.

Deliverables

Deliverables required for in-class critiques (i.e. prototypes, sketches, presentations, etc.) should be uploaded to Canvas before class begins on the day they are due.

Grading

Individual assignment grades are determined based on the following elements:

40% - Process (specifics noted with each assignment)
40% - Craft (specifics noted with each assignment)
10% - Professionalism and participation
10% - In-class Presentation

Project weights toward your final class score are as follows:

15% - Assignment 1
25% - Assignment 2
25% - Assignment 3
35% - Final Assignment

Grades will be based on the following combined project percentages:

A	B	
93-100% = A	87-89% = B+	77
90-92% = A-	83-86% = B	7
	80-82% = B-	70

Bonus Points

While the above total percentages add up to 100%, the instructor reserves the right to add a 5% bonus to a student's final score (out of 100%) to reward the following: work for extra credit for attending at least one industry event/workshop/conference combined with active participation in class discussion. It is strongly suggested that you attend creative community events at this stage of your education, Building a network is critical to your success after graduation.

Local Meetups and Organizations

- UX SpeakeasyLinks to an external site.
- SDXDLinks to an external site. - San Diego Experience Design Professionals Network
- San Diego Accessibility & Inclusive DesignLinks to an external site.
- Creative MorningsLinks to an external site.
- AIGA San DiegoLinks to an external site.
- One Club San DiegoLinks to an external site.
- San Diego Design WeekLinks to an external site.

Final Examination Policy

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the Traditional Undergraduate Records:

<u>Final Exam Schedules</u> site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

PLNU Mission

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.

Spiritual Care

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students 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 your professor or the <u>Office of Spiritual Life and Formation</u>.

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 movesto 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 theinstitution of any change in his or her physical location. Refer to the map on <u>State Authorization</u> to view which states allow distance education outside California.

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 Recording Notification

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

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. For all student appeals, faculty and students should follow the procedures outlined in the University Catalog. See Academic PoliciesLinks to an external site. for definitions of kinds of academic dishonesty and for further policy information.

Artificial Intelligence (AI) Policy

You are allowed to use Artificial Intelligence (AI) tools (e.g., ChatGPT, Gemini Pro 1.5, GrammarlyGo, Perplexity, etc.) in this course. Any work that utilizes AI-based tools must be **clearly identified** as such, including the specific tool(s) used. Please use the following sources to guide your citations when using AI.

MLA Style Center: Citing Generative AILinks to an external site.
Links to an external site.APA Style: How to Cite ChatGPTLinks to an external site.
Links to an external site.Chicago Manual of Style: Citing Content Developed or Generated by AILinks to an external site.

Academic Accommodations Policy

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). 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 619-849-2533). Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines allowed accommodations. Professors are able to view a student's approved accommodations through Accommodate.

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. Accommodations are not retroactive so clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

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. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

Language and Belonging

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

Sexual Misconduct and Discrimination

In support of a safe learning environment, 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 accommodations and resources are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are 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 or find a list of campus pastorsat pointloma.edu/Title-IX.

If you (or someone you know) have experienced other forms of discrimination or bias, you can find more information on reporting and resources at www.pointloma.edu/bias

Attendance and Participation

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university withdrawal date or, after that date, receive an "F" grade.