

ART3015 Introduction to Interactive Web Design

3 Units

Fall 2022 Semester | August 31 - December 9, 2022

Meeting days: Monday and Wednesday	
Meeting times: 1:00 PM - 3:20 PM	Instructor: Jake Craigmile
Meeting location: Ryan Learning Center Room 106	Email: jcraigmile@pointloma.edu
Final Exam: December 16, Friday, 1:30 PM - 4:00 PM	Office Hours: Upon Request

Instructor

[Jake Craigmile](#) is the Digital & Brand Director at [Three Omens](#), a creative studio he co-founded with his partner in 2019. Jake draws on over a decade of design and development projects. Each digital experience Jake creates is borne from deep knowledge, refined intuition, and insights that empower and evolve brands and users alike.

Meeting Times

Monday and Wednesday from 1:00 pm to 3:30 pm in Ryan Learning Center Room 106.

Course Description

This course will explore web design's creative, technical, and strategic dimensions. You will learn and confidently apply the skills necessary to create effective digital experiences through readings, lectures, and projects. You will also participate in group activities

designed to help you become more comfortable with a culture of speed and collaboration.

We follow a human-centered design process that includes planning and discovery, ideation,

prototyping, and refinement.

Required Materials

Required Software:

- Adobe XD
- Webflow
- WordPress (WP Bakery, Elementor)
- Shopify

Textbook:

There is no required textbook(s) for this course. All readings will be provided by the instructor.

Course Objectives

- Explore the web design industry and gain an understanding of different career paths
- Develop an understanding of design tools such as Adobe XD
- Demonstrate an ability to articulate design decisions
- Collaborate closely in groups
- Build a framework for future projects
- Create a portfolio-ready website design

Course Structure

This is a studio class with time devoted to lectures, discussions, practice activities, design work

sessions, and critiques. The class consists of in-class projects, a final project, and reading/viewing assignments to complement course work. Unless otherwise arranged, only

ART 3015 work may be worked on in class.

Assessments and Grading

Class Participation: Come to class prepared, work hard during class hours, and participate in class discussions and critiques.

Presentations: Students should give insight into your design process and demonstrate competency in the course material.

Deadlines: Students are expected to have all their assignments delivered on time by the start of the class they are due. For each day late, the student's grade on this assignment will be reduced by 10%.

Deliverables: Deliverables required for in-class critiques (i.e., research, designs, prototypes, presentations, etc.) should be uploaded to the course Google Drive folder before class begins.

Class participation	10%
Research reflections	10%
In-class projects	40%
Final project	40%
Total	100%

Bonus points: While the above percentages add up to 100%, the instructor reserves the right to add up to 5 bonus points to a student's final score (out of 100) to reward the extra effort.

PLNU Copyright Policy

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Academic Honesty

Students should demonstrate academic honesty by doing original work and giving appropriate credit to the ideas of others. Academic dishonesty presents information, ideas, and/ or concepts as one's own when, in reality, they result from 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.

Academic Accommodations

If you have a diagnosed disability, please contact PLNU's Disability Resource Center (DRC) to demonstrate the need and to register for accommodation by phone at 619-849-2486 or e-mail at DRC@pointloma.edu. See the Disability Resource Center for additional information.

Attendance

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See Academic Policies in the Undergraduate Academic Catalog.