

# ART 3015 - Fall 2024

## Introduction To Interactive Web Design

**Meeting Time:** M/W, 6 pm–8:20 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

[Angelo Outlaw](#) is a SoCal-based designer, developer, and educator. Currently working as a Senior Vice President of UX for Generali, he is known for a unique blend of creative sensibility and technical ability. With experience ranging from fine art and letterpress printing, to digital design and development, he has a wide-ranging and eclectic set of skills to share.

[aoutlaw@pointloma.edu](mailto:aoutlaw@pointloma.edu)

# Required Course Materials

## Required Software

- [Figma](#)
- Adobe Creative Cloud
- [Webflow](#), [Squarespace](#), [Wordpress](#), [Wix](#), etc. (in preparation for creating a portfolio website)

## Textbook

There is no required textbook for this course. Reading material will be provided by the instructor and through self-discovery, primarily through digital sources.

## Course Learning Objectives

- Develop a vocabulary of written and visual design skills specifically for digital environments that build upon lessons from prerequisite classes.
- 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 designs and prototypes
- Become comfortable with the practical application of concepts
- Develop an understanding of contemporary web design tools such as Figma, Adobe XD, Webflow, etc.
- 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 community involvement

## Course Structure

This is a studio class with time devoted to lecture, 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 course work. Unless otherwise arranged, only ART 3015 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 (~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, posters, presentations, etc.) should be uploaded to the course Google Drive folder digitally before class begins.

Individual assignment grades are determined based on the following elements:

- 10% - Professionalism and participation
- 30% - Process (specifics noted with each assignment)
- 30% - Craft (specifics noted with each assignment)
- 30% - Presentation

Assignment weights toward your final class score are as follows:

- 10% - Introduction Quiz
- 10% - Assignment 1
- 20% - Assignment 2
- 25% - Assignment 3
- 35% - Final Assignment

## **Bonus Points**

While the above total percentages add up to 100%, the instructor reserves the right to add up to 5 bonus percent to a student's final score (out of 100%) to reward work for extra credit and/or attending at least one industry event, workshop, or conference combined with active participation in class discussion.

## **A Few Local Meetups and Organizations**

- [UX Speakeasy](#)
- [SDXD](#) - San Diego Experience Design Professionals Network
- [San Diego Accessibility & Inclusive Design](#)
- [Creative Mornings](#)
- [AIGA San Diego](#)
- [One Club San Diego](#)

## **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.

## **General Education Mission**

PLNU provides a foundational course of study in the liberal arts informed by the life, death, and resurrection of Jesus Christ. In keeping with the Wesleyan tradition, the curriculum equips students with a broad range of knowledge and skills within and across disciplines to enrich major study, lifelong learning, and vocational service as Christ-like participants in the world's diverse societies and culture.

## **Creating a Culture of Care**

Your education (and career) shouldn't just be about getting things done, it should be about carving out space to live a better life. Making that a reality, like anything else, takes practice. I want us all to practice investing in our health and the health of our relationships. Don't be afraid to step away from your screen. Go for a walk. Spend some time with friends and get involved in the creative community. Developing these habits now will dramatically impact your ability to maintain a healthy balance in your professional lives.

With the spirit of healthy balance in mind, each student is entitled to one personal day during the term. The only exception is during weeks 14 and 15. Simply let me know at least one class in advance.

## **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 Policies for definitions of kinds of academic dishonesty and for further policy information.

## **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 619-849-2486). 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. The EAC makes accommodations available to professors at the student's request.

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 special accommodations.

## **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.

STEP 1

GET FIGMA