

# INTERACTIVE DESIGN **396**

## ■ Art 396

Interactive Design 396 (I.S.)

Spring 2016

TR 6:00PM

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Available Hours: 5:30PM - 6:30PM and 9:00PM-10PM TR

## ■ Course Description

Expanding on the knowledge gained in Interactive Design II. This IS focuses more on the science and reasons behind all of your choices for the last project. .

## ■ Suggested Materials

### **Materials**

Medium sized sketchbook

## ■ Course Objective

The purpose of this IS is to do the legwork for UX and the design work for UI behind the final project in Art356. We'll have a check in every month to see where we are at and how things are going. Be advised since this is an independent study, I will not be guiding you as much as I have in the past. You're under your own timeline and time management. I'll be passing some information to you as we go along, and if you have any questions, you know you can always reach out.

## Course Requirements

- Write and understand HTML5
- Write and understand jQuery
- Build and produce websites using Dreamweaver, Photoshop and Sketch
- Utilize Cascading Style Sheets
- Understand concepts UX and UI

## Attendance

The Art Department established this department-wide attendance policy to apply to students in all art classes, beginning with the Fall 2007 semester.

For classes that meet twice a week (most full-unit studio courses, most day art history classes): After the second unexcused absence, final grade will be dropped by one full letter. After the fourth unexcused absence, student will receive a failing final grade.

An excused absence is one confirmed by a note from the Dean's Office, Student Services, the Learning Center, or verified with a doctor's note (within 24 hours of illness). Death in family should be confirmed with Student Services.

Documentation is required for sports. Coach should email a note to instructor confirming matches, meets, departure time for away games, or anything that would require absence from class. Practice is not an excused absence.

Job interviews or doctor's/dentist's appointments are not to be scheduled during class.

Missing Portions of Class: The following count as unexcused absences

- More than 15 minutes late for class
- Failure to bring supplies to class
- Failure to return from break
- Leaving class half an hour or more early
- Being tardy more than 3 times. Tardiness: being 5 to 15 minutes late for class

**Students:** If you are late or absent, it is your responsibility (not the professor's) to find out what you missed and to catch up in a timely manner.

## Grading

1. Strategy and Content %20
  - » You must find a location where your design firm will be located. %5
  - » Check the competitors in that location: what are they offering, what can you offer to be a competitor? What more can you bring to the table? %5
  - » Write up a customer analysis: whom are you catering to? %10
2. Wireframing and Prototyping: %20
  - » Using a wire frame program, or developing a good system in your notebook (check mockingbird). Fully flush out all your pages in a wireframe before proceeding to design. %5
  - » Design / Prototype %5
  - » Development Plan (Full Credit Only) %5
  - » Above Art356, draw up a small bulleted list of things you want to make sure work before you move on. I.E. Contingency list. (Full Credit Only) %5
3. Execution and Analysis: %35
  - » If you were to be contracting development out to a developer and other designers, how would you break down the project? (Full Credit Only) %5
  - » Develop your site %20
  - » Install Analytics
    - HotJar
    - Google Analytics (Full Credit Only)
  - » Extend to your friends for 3 days to gather those analytics and post these once finished. This is the last bit of your IS, so you must have this completed and working for a 3 days. %10
4. Final %25- Fully Developed and Uploaded

**Students who wish to request accommodations** in this class for a disability should contact the Academic Support Center, located in the lower level of Monocacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center.

Students are expected to uphold the standards of academic honesty, as they are spelled out in the Student Handbook.

Students can expect to work a minimum of four hours per week outside of class preparing for this class.

## ■ Grading

Standard numeric grading scale:

A 94-100

A - 90-93

B+ 87-89

B 84-86

B - 80-83

C + 77-79

C 74-76

C - 70-73

D + 67-69

D 64-66

D - 60-63

F below 60

Time Required Outside Class: (estimate)

4 hours per week reading, learning, and designing prepare for class, x 15 weeks = 45 hours

Preparation time for final projects, 10 hours per project, 5 projects = 50 hours

Preparation time for final = 20 hours

Final crit, .5 hours

Field trip to NY, or alternate trip = 12 hours

## ■ Grading Breakdown

- Grades for an unexcused absence from a scheduled critique will be penalized 10%.  
No extensions will be given for an assignment without a legitimate reason.
- Missing critiques, test, or presentations are not permitted.  
Late projects will receive a penalty of 1/3 of a grade for each week it is past due. Missing a test will result in a failing grade and a late presentation will result in a 5% penalty.
- Incompletes will not be given except under the most extreme circumstances.

A grade of A is a special accomplishment and is the result of consistently going beyond the basic requirements laid out for the course. Grades are earned. Here is a summary of the requirements for a grade of A for this course:

- Consistent, On Time Attendance.
- All Work Submitted On Time.
- Active Class Participation
- Innovative & Meaningful Solutions for all Assignments Conspicuously Exceeding the Basic Requirement.
- Technical Expertise. Evidence of Competency in Each of the Web Processes Learned in Class.
- Productive Use of Class Time.
- Clean, Well-Crafted Presentation.
- Completion of all Lab Exercises.

*Strategy and Content %20*

*Wireframing and Prototyping: %20*

*Execution and Analysis: %35*

*Final Project (25%)*

"A" – Exceptional

"B" – Clearly Above Average

"C" – Satisfactory: All assignments, quizzes, and portfolios meet basic requirements

"D" – Below Average

"F" – Failure

"I" – Incomplete

## ■ Projects Schedule

*Subject to change*

1.19: Introduction/Overview

2.18 - Check-In

3.3 - Strategy and Content: Check-In

3.17 - Check-In

3.31 - Wireframing and Prototyping: Check-In

4.14 - Check-In

4.28 - Execution and Analysis: Check-In

5.5 - FINAL Analysis Due

## ■ Class Website

This will contain general information about the course.

<http://www.moravianinteractive.com>

## ■ Class Blog

This will contain information about homework, downloadables, and links.

<http://interactiveis.tumblr.com/>