

UNIVERSITY OF MINNESOTA DULUTH
DEPARTMENT OF ART + DESIGN
FALL 2007

ART4908:01 Interactive Design 1

PREREQUISITES:
Graphic Design Major,
ART 2911: Graphic Design 1, and
ART 4907: Motion Graphics, or
MFAGraduateStudentinGraphicDesign.

Monday and Wednesday
4:00–5:50 pm
SBE 17
Final Exam
Friday, December 21, 8:00 am

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T/R 11–12; or by appointment

Course Overview

ART 4908 Interactive Design 1 is an advanced course in the Graphic Design program at The University of Minnesota Duluth. This course addresses graphic design knowledge and technique in the conception, development, and production of interactive media work. Specifically, this course addresses working knowledge of Adobe Flash, a multimedia authoring software program that allows users to develop and create dynamic and interactive works.

Objectives

The class structure is primarily studio-oriented and project-based. It consists of presentations, demonstrations, tutorials, readings, research activities, reports and discussions, assignments, one major course project, and group and individual critiques designed to meet the following course objectives:

- Develop strong technical skills with Flash.
- Gain a solid understanding of graphic design principles as applied to digital environments.
- Develop sound visual communication skills by solving creative and technical challenges.

Course Requirements

In order to fulfill course requirements you are expected to actively participate and assist in class, complete all reports and homework assignments, and complete one major course project.

Topics and Assignments

Throughout this course, we will examine key topics in interactive media including interface design, architecture and engineering, creativity, and professional practices. Assignments consist of technical exercises similar to those presented in the course book. We will investigate interface design and human-computer interaction and develop two animations (one frame-by-frame and one shape/motion tween) where you will apply the specific skills learned in the assignments. These animation assignments will also help you learn how to tackle and effectively solve technical problems. We will study and discuss state-of-the-art interactive design solutions published with Flash.

Major Course Project

Develop one substantial multimedia/interactive design using Flash. By applying your knowledge and skills in interactive design and production, you will be expected to provide a visually and conceptually rich design that is technically sound and interactively satisfying within the bounds of the given project.

Evaluation and Course Grade Assessment

- Fifteen Chapters of Flash exercises is worth 25% of the course grade.

Grading Policy

Grades will be determined by student performance on class and homework assignments, and the major project. Your final grade is determined as follows: 15% homework plus (Sweet!) Internet report assignments; 15% concepts for major project; 15% group-assigned grade for major project; 15% test-group evaluation for major project; 40% final execution of major project. Projects will be given a letter grade based on the + or - system.

96–100 = A
90–95 = A-
87–89 = B+
84–86 = B
80–83 = B-
77–79 = C+
74–76 = C
70–73 = C-
67–69 = D+
64–66 = D
60–63 = D-
below 60 = F

- A. Excellent—This is usually work done by a highly motivated student meeting all or most of the performance criteria as set forth by the problem. Design process is excellent, and is well documented. In order to earn an "A" for the course students must earn "excellent" marks on every project and have superior craftsmanship.
- B. Good—This work is above average but lacks the qualities that give it the stamp of excellence. It shows better than average design sensitivity.
- C. Satisfactory—This work is average. Work is handed in on time and has fulfilled the requirements for the project, but it lacks strong visual interest and thoughtful and imaginative research.
- D. Poor—Below Average. This work is handed in on time, but is lacking in many or most areas which show any understanding of project objectives.
- F. Unacceptable—Work that is not on time or is so despicable as to be an affront to design sensibilities.

Attendance and Punctuality

In the work world, skipped meetings, tardiness, and missed deadlines are wholly unacceptable. Often designers will lose pay and/or future work as a result of acting unprofessionally or not adhering to client deadlines. In this class, you are required to act professionally. Call the instructor if you must miss class for any reason whatsoever. Emailing an excuse to a client (or to your instructor) is unprofessional. At the instructor's discretion, late homework or late projects may be accepted in the rare case of emergency or illness. Grades for late work will be lowered one level (A to A-, B- to C+, etc.) for each business day late beyond the original deadline.

Students are expected to attend all class meetings as scheduled. Arriving to class late or leaving early will be considered an absence. You are excused for two absences per semester; each absence that exceeds this number will result in the lowering of your final grade one full letter grade (A to B, B to C, etc.). If you must miss class, you are responsible for getting lecture notes from a classmate. Attendance on critique days is crucial (noted C1, C2, C3 on the course schedule). Attend critiques even if you are unprepared or not finished with your work—half the learning lies in critiquing others. Missing one of these days will lower your project grade by one full letter grade for attendance in addition to any penalties incurred for turning in late work. Requests for an incomplete will be addressed on an individual basis, but require completion the next semester. Final exams cannot be made up.

Academic Dishonesty and Copyright

Academic dishonesty tarnishes UMD's reputation and discredits the accomplishments of students. UMD is committed to providing students every possible opportunity to grow in mind and spirit. This pledge can only be redeemed in an environment of trust, honesty, and fairness. As a result, academic dishonesty is regarded as a serious offense by all members of the academic community. In keeping with this ideal, this course will adhere to UMD's Student Academic Integrity Policy, which can be found at www.d.umn.edu/assl/conduct/integrity. This policy sanctions students engaging in academic dishonesty with penalties up to and including expulsion from the university for repeat offenders.

Copying another's words, work, or ideas is against the law. Work which is found to be in violation of United States or International Copyright Laws will automatically receive a failing grade. In addition, the department head may deem further admonishments in accordance with University policies.

Conduct

The instructor will enforce and students are expected to follow the University's Student Conduct Code (<http://www.d.umn.edu/assl/conduct/code>). Appropriate classroom conduct promotes an environment of academic achievement and integrity. Disruptive classroom behavior that substantially or repeatedly interrupts either the instructor's ability to teach, or student learning, is prohibited. Disruptive behavior includes inappropriate use of technology in the classroom. Examples include ringing cell phones, text-messaging, watching videos, playing computer games, emailing, or surfing the Internet on your computer instead of note-taking or other instructor-sanctioned activities.

Accommodations

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students with disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact UMD Disability Services & Resources to discuss their individual needs for accommodations. In addition, please let me know as soon as possible if you have a disability for which accommodations will be requested.

Textbook

Adobe Flash Professional 8 Hands-On Training (H-O-T)*
Author: James Gonzalez
Publisher: lynda.com/books Peachpit Press ©2006
ISBN: 0-321-29388-6
*Be sure yours includes the CD-ROM inside back cover.

Materials

Storage media: USB flash drive, iPod, or external hard drive. Secondary regular backups on CDs or DVDs are critical, make a devoted practice of using them, as losing a file is not a valid excuse for missing deadlines. ITOYA Notebook for Process Documentation (8½ x 11").
Also: One CD-R to turn in digital projects for final grading.

Recommended websites and periodicals:

Flash Support www.adobe.com/support/flash
Flash Documentation www.adobe.com/support/documentation/en/flash
Flash Developer Center www.adobe.com/devnet/flash
Flash Exchange www.adobe.com/cfusion/exchange
Web Style Guide www.webstyleguide.com
Print www.printmag.com
Eye www.eyemagazine.com
Emigre www.emigre.com
Graphis www.graphis.com
Communication Arts www.commarts.com
How www.howdesign.com
Wired www.wired.com
Baseline www.baselinemagazine.com
I.D. www.idonline.com
AIGA Journal www.aiga.com
AIGA Minnesota www.aigaminn.com
UMD SDO www.d.umn.edu/~sdo

Art+Design Lounge

<http://blog.lib.umn.edu/jebbersvi/lounge>

Annuals

AIGA
Art Directors
Communication Arts
The 100 Show
Graphis
The Type Club