

University of Minnesota Duluth
Department of Art + Design
Spring Semester 2009

ART4908-003 INTERACTIVE DESIGN I
Monday/Wednesday 10:00 – 11:50 am in MON239

Beth Koch, Assistant Professor
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M/W by appointment
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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 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. In order to fulfill the course requirements you are expected to actively participate and assist in class, complete all assignments, tutorials, and projects.

PREREQUISITES

Graduate or undergraduate Graphic Design Major, successful completion of both ART 2911: Graphic Design 1, and ART 4907: Motion Graphics.

STRUCTURE

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

GOALS

1. Understand the scope and capabilities of Flash software.
2. Understand basic tenets of user-centered interactive design.
3. Understand how design principles apply to time-based media.
4. Understand how to solve interactive problems and independently locate resources.
5. Capably troubleshoot and solve technical challenges.

OBJECTIVES

- Evaluate physical environments and electronic spaces to articulate navigation and interaction issues.
- Analyze and solve communication, navigation, and interaction problems.
- Apply design organization to electronic spaces: manipulate time, sequence, pace, and imagery.
- Practice evaluation and troubleshooting to solve technical problems.
- Practice Flash using tutorials and looking at advanced examples.
- Apply advanced design aesthetics in the development of works for electronic spaces.

TOPICS & ISSUES

We will examine key topics in interactive media including interface design, information architecture, and creativity. We will study and discuss state-of-the-art interactive designs and games. Students will learn about human-computer interaction and employ the interactive design process. We will complete all of the tutorials in the textbook in order to apply knowledge to develop three major projects: an interface project; an animation; and a final interactive project.

PROJECTS

1. Try It Yourself Tutorials
2. Interface research project
3. Animation
4. Interactive project: narrative, game, portfolio or website

TEXTBOOKS

Required: Sams Teach Yourself Adobe® Flash® CS3 Professional

Required: ActionScript 3.0 Visual Quickstart Guide

Helpful: Adobe® Flash® CS3 Professional How-Tos 100 Essential Techniques

GRADING POLICY

Grades will be determined by performance as noted in the weight distribution section below. Projects will be given a letter grade based on the + or - system. Your grade will reflect the caliber of your concept, creativity and innovation of the design solution, interaction complexity and technical richness, the interface architecture, advancement of your concepts and craftsmanship in the production of your solution.

GRADING SCALE

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

WEIGHT DISTRIBUTION OF PROJECTS

Your final grade is determined as follows:

10% Tutorials, Attendance, Participation

10% Interface Group Research

40% Animation

40% Interactive Final Project

A. Excellent—This work is professional quality in every respect. It exceeds or excels at every point of the performance criteria as set forth by the problem. In order to earn an “A” for the course students must earn “excellent” marks on every project.

B. Good—This work is above average but lacks innovation or craftsmanship superiority.

C. Satisfactory—This work has fulfilled the requirements for the project in every respect.

D. Poor—Below Average—This work may fulfill a few of the requirements \ of the project, but demonstrates a substantial lack of understanding of it’s objectives.

F. Unacceptable—Work that does not fulfill requirements or objectives.

ATTENDANCE AND PUNCTUALITY

Students are expected to attend all class meetings as scheduled. If a student misses more than 25% of all classes, they will be issued a failing grade and the course must be retaken. Requests for an incomplete will be addressed on an individual basis, but require completion the following semester. Final exams cannot be made up.

WORKLOAD

For undergraduate courses, one credit is defined as equivalent to an average of three hours of learning effort per week (over a full semester) necessary for an average student to achieve an average grade in the course. For example, a student taking a three credit course that meets for three hours a week should expect to spend an additional six hours a week on coursework outside the classroom. (<http://www.umn.edu/usenate/policies/grades&acadwork.html>)

EXPECTATIONS OF STUDENTS

- Students are responsible for all class meetings, including any information in the syllabus.
- Students are responsible for being on time and for preparing for all class sessions.
- Students are responsible for meeting all course requirements, observing all deadlines, examination times, and other course procedures.
- Students are responsible for seeking help when needed.
- Students may not make commercial use of their notes of lectures or University provided materials without the express written consent of the instructor.

CLASSROOM CONDUCT

All activities in the University, including this course, are governed by the University of Minnesota Student Conduct Code. Students who engage in behavior that disrupts the learning environment for others may be subject to disciplinary action under the Code. In addition, students responsible for such behavior may be asked to cancel their registration (or have their registration canceled). The University's Student Conduct Code can be accessed at <http://www.d.umn.edu/assl/conduct/code>. Behavior that substantially or repeatedly disrupts the instructor or students is prohibited. Disruptive behavior includes inappropriate use of technology in the classroom.

ACADEMIC MISCONDUCT

Academic dishonesty is regarded as a serious offense by all members of the academic community and is defined as any act that violates the rights of another student with respect to academic work, or that involves misrepresentation of a student's own work. Academic misconduct includes but is not limited to: cheating on assignments or examinations, plagiarizing pieces of work, depriving others of necessary coursework, and sabotaging another's work. Discovery of academic misconduct is grounds for an "F" or "N" in the course. This policy sanctions students engaging in academic dishonesty with penalties up to and including expulsion from the university for repeat offenders. UMD's Student Academic Integrity Policy, which can be found at www.d.umn.edu/assl/conduct/integrity.

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.

HARASSMENT

The University of Minnesota is committed to providing a safe climate for all students, faculty, and staff. All persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation. Reports of harassment are taken seriously, and there are individuals and offices available for help.

ACCOMMODATIONS

Students with disabilities are encouraged to contact UMD Disability Services & Resources to discuss their individual needs for accommodations. Please let your instructor know how to assist you with accommodations as soon as possible.

ART 4908–003 CALENDAR for SPRING 2009 *subject to change*

Week 1	January 21	Interface Group Project Introduction; reading assignment
Week 2	January 26	Interface visual research and image capture
	January 28	Flash Drawing Tools Studio as a group
Week 3	February 2	Interface Project Presentation
	February 4	Animation written description and Storyboards Due
Week 4	February 9	Visual research and image capture; Flash Animation Studio
	February 11	Flash Animation Studio
Week 5	February 16	Flash Animation Studio
	February 18	Flash Animation Studio
Week 6	February 23	Trouble Shooting
	February 25	Final Animation Due and Presentation/Critique
Week 7	March 2	Interactive Final Project Introduction
	March 4	Subject/Content Decision, <i>Turn in written description</i>
Week 8	March 9	Introduction to ActionScript
	March 11	<i>Actions Map Due</i>
Week 9	March 16	Spring Break
	March 18	Spring Break
Week 10	March 23	Flash Interactive Studio
	March 25	Develop Storyboard with Notes and Sketches
Week 11	March 30	<i>Sketches & Collection of Visual Materials Review</i>
	April 1	Flash Interactive Studio
Week 12	April 6	Flash Interactive Studio
	April 8	Flash Interactive Studio—Midpoint Critique
Week 13	April 13	Flash Interactive Studio
	April 15	Flash Interactive Studio
Week 14	April 20	Flash Interactive Studio
	April 22	Flash Interactive Studio
Week 15	April 27	User Testing
	April 29	User Testing
Week 16	May 4	Trouble Shooting Groups
	May 6	Trouble Shooting Groups
Final Exam		Final Interactive Project Show and Critique

Tutorials, Attendance, Participation

Interface Group Research Report [Reading, field research, Imagery, Process description, Report and Recommendation]

Animation [Mechanical operation: Written description, storyboards/keyframes, visual research and image capture, planning and file management, level hierarchy, drawing, animation, timing and trouble shooting, presentation]

Interactive Final Project [Portfolio, Narrative, or Game: Written description and process description (actions map), gather visual material, develop storyboard and sketches, user–testing, trouble–shooting, presentation]