

ART 4909–001 Interactive 2

Monday–Wednesday
LIB 119
10:00–11:55 am

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Course Overview

ART 4904, Interactive Design 1, is a course in the fundamentals of web design. It includes the study of web design principles and methods, collaborative work processes, planning, analysis, web standards, testing, deployment, marketing, and innovation.

The focus of this course will be primarily design-oriented, although throughout the course, students will explore state-of-the-art tools of web design, including software and hardware, and the tools of web design research, including the usability lab.

The class is structured as a working web design studio, with emphasis on the competitive and innovative nature of technology-centered design practice. The practice of web design requires both an engaged personal initiative and open-minded exploration within a spirited and collaborative learning environment.

Goals

Learn how to develop innovative websites.

- Work within a collaborative studio environment, following web design workflows and processes.
- Evaluate and optimize website content.
- Organize and test site architecture and interface.
- Design websites using state-of-the-art tools, methods, web standards, and universal design principles.
- Deploy, test, and evaluate the website.

Objectives

By the end of this course students will:

- Know industry standard web design studio practices and processes.
- Understand how people use a website: Know usability, interface design, universal design, and web standards.
- Be able to develop and design innovative web sites: Know web design software and programming languages; know how to interpret design trends.
- Be able to manage a website: Know the procedures and methods for deploying a website on a server.
- Work and learn collaboratively: Both learn from and teach others. Find a personal balance between competitiveness and collaboration. Demonstrate responsibility to self and group. Negotiate.

Required Textbook

- *Build Your Own Web Site the Right Way using HTML & CSS*. Second Edition by Ian Lloyd. ©2008 SitePoint Pty. Ltd. ISBN978-0-9804552-7-4

Additional Resources

- *Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites (Web Style Guide: Basic Design Principles for Creating Web Sites)*. By Patrick J. Lynch and Sarah Horton.
- *Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition* by Steve Krug ©2005

Projects

In this course, we examine design methods, software tools, group processes, content development, web standards, workflow, and more. Work will be developed as a group and executed individually. The course grade will be weighted 50% individual grades and 50% group grades—as follows:

- 05% Individual Ideation / Sketches / Concepts
- 05% Individual Sketching User Experience Project
- 05% Individual Web Design Plan and Architecture
- 05% Group Web Design Plan and Architecture
- 05% Individual Design & Content Analysis Report
- 05% Individual User Interface Design Test & Report
- 05% Group Written Initial Evaluation of Planning Phases
- 05% Individual Web Design of section
- 10% Group Major Client Presentation
- 10% Individual Major Client Presentation of Mounted Color Comps
- 05% Group Evaluation of Web Production Process
- 05% Group Evaluation of Presentation Announcement
- 05% Group Evaluation of Studio Performance
- 05% Group Platform & Browser Test Report
- 10% Group Public Presentation of Assignment 1
- 10% Individual Assignment 2

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: 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
below–63 = 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: Let the instructor or a classmate know of your absence and get the lecture notes from them. Final exams cannot be made up.

Academic Dishonesty and Copyright

All members of the academic community regard academic dishonesty as a serious offense. 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.

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.

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>). 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.

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.

Materials

Macintosh Laptop. Storage media: USB flash drive, iPod, or external hard drive. Secondary regular backups on CDs or DVDs are critical; make a devoted practice of back-up, as losing a file is not a valid excuse for missing deadlines.

Sketchbook and drawing media

Laptop, Internet access, and university-provided web space set-up, ready to use.