

ART 4909-001 Interactive Design II (31827)
Fall 2012, 10:00AM-11:55AM Tuesday & Thursday
Location: MonH 239

ART 4909-002 Interactive Design II (31828)
Fall 2012, 2:00PM-3:55PM Tuesday & Thursday
Location: MonH 239

Dr. Beth E. Koch, Assistant Professor
University of Minnesota Duluth
Department of Art & Design
1201 Ordean Court, HUM 317
Duluth, MN 55812
Phone 218-726-6961
bekoch@umn.edu
Office MonH 230
Office Hours Tuesday 12-1:30PM,
Wednesday 3PM-4PM

COURSE OVERVIEW

ART 4909 Interactive Design II is an advanced course in the graphic design major. It builds on the first Interactive Design course (prerequisite ART 4907), delving deeper into the application of principles and methods for design excellence in the area of interactive media. Topics include uses of media, storytelling and content development, research methods for interactive design, planning, organization, testing, and repurposing websites. The course requires advanced skills with design and creation software, and application of server programming language, database, and open source tools.

Students will apply techniques for interactive document design and responsive web design (which includes web, iPad, and mobile applications). The class structure is primarily studio-oriented and project-based, consisting of collaboration, reading, research, demonstration, and discussions; the experiential learning approach is designed to provide an environment to practice the learning objectives that are designed to achieve these course goals:

COURSE GOALS & LEARNING OBJECTIVES

- I. Understand and use an iterative development process.
 - a) Develop projects based on findings from **design inquiry and investigative research**.
 - b) Design projects using **human-centered principles and accessibility standards**.
 - c) Collaboratively develop content, interface, interactivity, and manage workflows.
 - d) Apply standards to test/assess **usability, interactivity, and responsive interface**.
 - e) Evaluate and refine design using research-based findings of **user-centered design**.
- II. Know how to apply advanced technology and solve responsive design problems.
 - a) Understand how components of programming converge into actionable experience.
 - b) Locate and utilize resources for learning technology independently.
 - c) Use social media and open source software tools for collaboration, resource allocation, and project management (Facebook, Twitter, Trello).
- III. Design and deploy advanced interactive projects across platforms, using media appropriately.
 - a) Design interactivity using **UX design (user experience) principles**.
 - b) Organize content hierarchically according to **information architecture standards**.
 - c) Apply **web standards** in design and typography.
 - d) Demonstrate professional standards of excellence in design and criticism.

COURSE RESOURCES

In lieu of a course textbook, students will be required to utilize online software learning videos from the Lynda.com website at a cost of \$40 per student. Topics include InDesign Interactive Documents, Apache Server, PHP, and MySQL, and Dreamweaver CS6 essential training, responsive design, and advanced Dreamweaver with PHP and MySQL.

PROJECTS

We will be developing two projects for the Glensheen Mansion this semester. Project 1 is an interactive catalog created with Adobe InDesign CS6. Project 2 is a web design project that will be developed using Adobe Dreamweaver, PHP, and MySQL: Project 2 is a website that will also be viewable on an iPad and a mobile phone.

WEIGHT IN COURSE GRADE + PROJECT NAME

30% Interactive Catalog
60% Responsive Web

Note: Each project will be graded in stages as detailed in the assignment sheet.

GRADING POLICY

Grades will be determined by performance on major projects. The final course grade is determined as follows: Projects will be given a letter grade based on the + or - system.

96-100 =	A	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.
90-95 =	A-	
87-89 =	B+	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.
84-86 =	B	
80-83 =	B-	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.
77-79 =	C+	
74-76 =	C	
70-73 =	C-	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.
67-69 =	D+	
64-66 =	D	
below-63 =	F	F. Unacceptable—Work that is not on time or is so despicable as to be an affront to design sensibilities.

STUDENT SUCCESS: Free, on-demand student success tips are available at www.d.umn.edu/roadmap. Select the Online Student Success Workshops link at the top of the page. Recommended topics include: What it Takes to be a Successful Student, Study Tips & Note-Taking, Test Anxiety, and Understanding & Avoiding Plagiarism.

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.

COPYRIGHT: Copying another person’s (company or entity’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.

STUDENTS WITH DISABILITIES: It is the policy and practice of the University of Minnesota Duluth to create inclusive learning environments for all students, including students with disabilities. If there are aspects of this course that result in barriers to your inclusion or your ability to meet course requirements - such as time limited exams, inaccessible web content, or the use of non-captioned videos - please notify the instructor as soon as possible. You are also encouraged to contact the Office of Disability Resources to discuss and arrange reasonable accommodations. Please call 218-726-6130 or visit the DR website at www.d.umn.edu/access for more information.

STUDENT 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. Student are expected adhere to Board of Regents Policy: *Student Conduct Code*: http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf

TEACHING & LEARNING: INSTRUCTOR AND STUDENT RESPONSIBILITIES: UMD is committed to providing a positive, safe, and inclusive place for all who study and work here. Instructors and students have mutual responsibility to insure that the environment in all of these settings supports teaching and learning, is respectful of the rights and freedoms of all members, and promotes a civil and open exchange of ideas. To reference the full policy please see: <http://www.d.umn.edu/vcaa/TeachingLearning.html>

ACADEMIC INTEGRITY: Academic dishonesty tarnishes UMD's reputation and discredits the accomplishments of students. Academic dishonesty is regarded as a serious offense by all members of the academic community. UMD's Student Academic Integrity Policy can be found at: <http://www.d.umn.edu/conduct/integrity/>

FINAL EXAMS: All 1xxx-5xxx courses offered for undergraduate credit should include a final graded component or end of term evaluation that assesses the level of student achievement of one or more course objectives. All final graded components are to be administered or due at the time and place according to the final exam schedule and not during the last week of class. To reference the full policy please see: <http://www.d.umn.edu/vcaa/FinalExams.html>

EXCUSED ABSENCES: Students are expected to attend all scheduled class meetings. It is the responsibility of students to plan their schedules to avoid excessive conflict with course requirements. However, there are legitimate and verifiable circumstances that lead to excused student absence from the classroom. These are subpoenas, jury duty, military duty, religious observances, illness, bereavement for immediate family, and NCAA varsity intercollegiate athletics. For complete information, please see: <http://www.d.umn.edu/vcaa/ExcusedAbsence.html>

APPROPRIATE STUDENT USE OF CLASS NOTES AND COURSE MATERIALS: Taking notes is a means of recording information but more importantly of personally absorbing and integrating the educational experience. However, broadly disseminating class notes beyond the classroom community or accepting compensation for taking and distributing classroom notes undermines instructor interests in their intellectual work product while not substantially furthering instructor and student interests in effective learning. For additional information, please see: <http://www.d.umn.edu/vcaa/ClassNotesAppropriateUseof.html>