

DGMA 4103: Interactive Design

Tuesday, Thursday Engineering bldg room 203
Prof. Jeremy Speed Schwartz – SpeedJ@alfredstate.edu

Course description:

This course is an exploration of visual communication through interactive media and interface design. Students will explore the fundamental concepts of interactivity and visual perception with regard to computer interfaces with special focus on design for websites and online media. Students will complete interactive titles of their own design with intuitive interfaces that incorporate concepts covered in class.

Student Learning Outcomes:

At the end of this course, students will be able to:

- Apply an iterative design methodology to problems in interactive design.
- Analyze components of interactive interface design and determine their effectiveness.
- Design and create original interactive projects.
- Present projects for class review in a manner that parallels professional presentation in the work place.
- Create interactive visuals using scripting and markup languages.

Software used:

Adobe Photoshop (CS 5+)

Adobe XD

Adobe Dreamweaver

Optional:

Brackets Download here: <http://brackets.io/>

Sublime Text or any other text editor

Students will be required to get their own domain name (.com) and web space for hosting projects. Expect that this will cost around \$100 for a year of hosting with domain registration.

Grading:

In-class contribution- 300 points

In-class contribution will include attendance, participation in critiques, discussions and exercises, as well as quiz grades.

Strong in-class contribution: Perfect attendance. Well-prepared for classes, having done all relevant exercises beforehand. Assists others during work days, offers consistent helpful critiques to other students, listens and responds well to critiques of his or her own work.

Average in-class contribution: Missing no more than 1 class. Often prepared for classes. Frequently contributes helpful critiques, listens and responds well to critiques of his or her own work.

Poor in-class contribution: Missing 2 or more classes or frequent tardiness, uneven contribution in critiques. Usually unprepared for class. Combative or unresponsive in critique of his or her own work.

Missing more than 3 classes (unexcused) will result in a 0 for in-class contribution. Missing more than 4 classes (unexcused) will result in a failing grade for the course.

Assignments- Each assignment will have a grading breakdown handed out when it is assigned. Assignments due before class should be posted to students' personal sites, with a link posted on their Wordpress site.

(Point weight subject to change)

Assignment 1- Image browser (100 points)

Assignment 2- Art Site (120 points)

Assignment 3- Responsive Design (110 points)

Assignment 4- Javascript Experiments (120 points)

Assignment 5- In Need of a Site (150 points)

Lectures and Workshops (100 points)

Before May 3rd, you are required to go to 2 lectures or workshops related to this curriculum.

After going to an event, post about your experience within **1 week**. Your post should be about 4 paragraphs, and include:

- Where and when the event took place
- What the topic was and who was presenting, relevant information about any Included screenings
- What specifically was the presentation about, what were some points that grabbed you?
- How can you apply the content of the event to your work in DM&A and in this course specifically?

Write-ups should be substantial and specific. Push to find and isolate new information in whatever you see. Write-ups should NOT include:

- Value judgments based on your tastes. Whether the work was 'good' or 'bad', etc.
- Overly informal or insulting language

You may have similar assignments for other classes. **You may NOT use the same events for different classes.**

Critiques:

Each assignment shall require at least one critique, and many will require a midpoint critique.

These critiques are intended to enrich the work throughout the production process. Each student

is expected to contribute to every critique. This must go far beyond 'good' and 'bad' or 'I liked it.'

Start asking yourself questions: What did I see? What did I feel? How did it make me feel that

way? Was it intentional? What did I engage with? What did I find difficult to grasp?

The cardinal rules for critique: Be helpful, be supportive, be specific.

Use critiques to push yourself and your classmates to new levels.

Late Assignments:

Assignments handed in 1 day late will receive a 10% reduction. Assignments more than 1 week late may not be graded.

Extensions will not be given except in the case of extenuating circumstances (i.e. severe illness, death in the family, etc)

Academic Misconduct:

Academic Misconduct will not be tolerated in this class.

All students in attendance at Alfred State College's DMA program are expected to be honorable

and to observe standards of conduct appropriate to a community of scholars. The college expects from its students a higher standard of conduct than the minimum required to avoid discipline. All acts of dishonesty in any academic work constitute academic misconduct. This includes—but is not necessarily limited to—the following:

Cheating - using or attempting to use unauthorized materials, information, or study aids in any academic exercise.

Fabrication - unauthorized falsification or invention of any information or citation in an academic exercise.

Aiding or abetting academic dishonesty - intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

Vandalism - A student in this course who intentionally compromises or destroys the work of another student, will be immediately dismissed from the course and receive an "F" as their final grade.

Plagiarism - representing the words, ideas, code or data of another as one's own in any academic exercise. As an introduction-level coding course, it is vital to your learning that you are writing your own scripts rather than finding them online or relying on libraries. Code that is obviously taken from another source will result in a failing grade on that assignment, and may be reported to the academic integrity committee. Assignment code will be periodically examined, and students are expected to be able to explain every element of their code.

Credit Hours- One credit hour signifies 45 hours of student time. A 3-credit course signifies 135 hours of student involvement over 15 weeks. This means 9 hours a week, about 5 hours outside of class.

For more information:

<http://www.alfredstate.edu/academic-regulations/300-credits-grades-and-indexes>

Schedule:

Week 1

Day 1 Introduction to HTML, basic tags, Assignment 1 given

Day 2 Adobe XD, HTML exercises, Assignment 1 critique

Week 2

Day 1 Uploading, HTML exercises

Day 2 HTML exercises, Assignment 1 critique

Week 3

Day 1 Intro to CSS

Day 2 Assignment 1 due, Assignment 2 given, CSS exercises

Week 4

Day 1 Assignment 2 discussions, CSS exercises

Day 2 Assignment 2 critique, CSS exercises

Week 5

Day 1 Intro to responsive Design, CSS exercises

Day 2 Assignment 2 Due, Assignment 3 given, Responsive design exercises

Week 6

Day 1 Intro to Javascript, DOM model

Day 2 Assignment 3 critique

Week 7

Day 1 Variables and inputs, The Canvas,
Day 2 Conditional statements in Javascript

Spring Break**Week 8**

Day 1 Assignment 3 due, Assignment 4 given
Day 2 Assignment 4 work day

Week 9

Day 1
Day 2 Assignment 4 Critique

Week 10

Day 1 Assignment 4 work day
Day 2 Assignment 4 due, Assignment 5 given

Week 11

Day 1 Assignment 5 discussions
Day 2 Review-TBA – depending on needs of individual projects

Week 12

Day 1 Assignment 5 production
Day 2 Assignment 5 presentations

Week 13

Day 1 Review-TBA – depending on needs of individual projects
Day 2 Assignment 5 Critique

Week 14

Day 1 Portfolio Reviews
Day 2 Portfolio Reviews

Week 15

Assignment 5 due
Schedule is subject to change