

DGMA 4103: Interactive Design

Tuesday, Thursday Engineering bldg room 304
Prof. Jeremy Speed Schwartz – Schwarzj@alfredstate.edu

Course description:

This course is an intermediate exploration of visual and verbal communication through interactive media and interface design. The students will explore the fundamental concepts of interactivity, the basic concepts of flow charting, as well as hierarchal organization and visual perception with regard to computer interface and interactivity for web sites and interactive media. Students will use a variety of computer tools to implement and demonstrate the various concepts in studio design projects. Students will complete interactive titles of their own design with an intuitive interface that incorporates 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 an original interactive title for a hypothetical client.
- Present projects for class review in a manner that parallels professional presentation in the work place.

Software used:

Adobe Photoshop (CS 5+)

Brackets 1.1

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

Optional: Sublime Text or any other text editor

Grading:

Total grade is out of 110 points.

In-class contribution- 20 points

Strong in-class contribution (25-30 points): Perfect attendance. 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 (18-24 points): Missing no more than 1 class. Frequently contributes helpful critiques, listens and responds well to critiques of his or her own work.

Poor in-class contribution (10-17 points): Missing 1 or more classes or frequent tardiness, uneven contribution in critiques. Combative or unresponsive in critique of his or her own work.

Missing more than 2 classes (unexcused) will result in a 0 for in-class contribution. Missing more than 3 classes (unexcused) will result in a failing grade for the course.

Quizzes (20 points) 5 in-class quizzes will be given throughout the semester. Each one will be worth 5 points. Your lowest scoring quiz will not be counted. You will be given 1 week warning before each quiz.

Assignments- each numbered assignment is worth 10 points. Each assignment will have a grading breakdown handed out when it is assigned. Assignments due before class should be posted to students' personal sites, and a link should be submitted to the class list.

Assignment 1- Image browser

Assignment 2- Artist Site

Assignment 3- Website for a business

Assignment 4- Webforms

Assignment 5- Data Visualization

Assignment 6- Responsive Design

Lectures and Workshops (10 points)

Before May 4th, 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?

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

Late Assignments:

Assignments handed in 1 day late automatically receive a 50% maximum score. Assignments more than 1 day late automatically receive a score of 0.

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. Cite code you adapt from other sources, and make sure you know its function. 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>

Principles of Community

As members of Alfred State, we choose to be part of an academic community dedicated to those principles that foster personal and professional integrity, civility, and tolerance.

We strive toward lives of personal integrity and academic excellence – We will encourage in ourselves, and in one another, those responsible actions which lead to lives of productive work, personal enrichment, and useful citizenship in an increasingly interdependent world.

We commit to treat one another with civility – Recognizing that there will be differences of opinion, we will explore these differences in a courteous and forthright manner, always acknowledging individual rights to freedom of expression and association.

We support tolerance – We encourage those of all cultures, orientations, and backgrounds to understand and respect one another in a safe and supporting educational environment.

This set of principles set forth by the College is supported by policies including the Student Code of Conduct and the Policy on Academic Integrity.

Schedule:

Week 1

1/27- Introduction to HTML, basic tags, Assignment 1 given

1/29 – Linking, Images, Tables

Week 2

2/3 HTML Tags

2/5 Assignment 1 due. Uploading intro to CSS, Assignment 2 given.

Week 3

2/10 Formatting for basic tags

2/12 CSS tags

Week 4

2/17 Assignment 2 due- loading external css, frames, navigation. Assignment 3 given

2/19 Preproduction for Assignment 3. Class and ID tags, examining design.

Week 5

2/24 Assignment 3 mid-critique.

2/26 Javascript Variables, commenting and display. Assignment 4 given

Week 6

3/3 Assignment 3 due. Building web forms, sending and receiving data, formatting data,

3/5 Assignment 4 design, Logic in Javascript

Week 7

3/10 Logic in Javascript,

3/12 Logic in Javascript

Midterm Grades

Spring Break**Week 8**

3/24 Assignment 4 due. Intro to databases. Assignment 5 given

3/26 Hierarchical databases, Data visualization

Week 9

3/31 Canvas Object, Drawing with Javascript

4/2 Drawing with Javascript, Assignment 5 Critique

Week 10

4/7 Loading XML, arrays

4/9 Assignment 5 interactive check-in, Arrays continued

Week 11

4/14 While Loops, arrays and XML

4/16 Assignment 5 Due, Assignment 6 given. Responsive design, Server-side code

Week 12

4/21 Intro to PHP, Devices

4/23 Voluntary and involuntary data collection

Week 13

4/28 Assignment 6 check-in, Generating HTML, CSS and Javascript from PHP

4/30 Review-TBA – depending on needs of individual projects

Week 14

5/5 Review- TBA – depending on needs of individual projects

5/7 Testing, debugging

Week 15

Times TBA

Final Critiques – Assignment 6 due

Schedule is subject to change