**Course Description**

*This studio course will teach students how to develop creative strategies for problem solving in a client-based environment. This studio explores the use of the world wide web, blogs, social media and other interactive media as a creative outlet for portfolio development.*

**Student Learning Outcomes**

- To learn and practice the history of web design, its purposes, uses and where it is headed.
- To create with and learn the software necessary to create web pages. This includes Dreamweaver, Photoshop and Illustrator.
- To create pleasing design techniques for the web.
- To practice the above principles in practical projects.
- To create blog sites and social media outlets.

**Grading**

*How will I grade?*

Each project will be graded on three factors:
1) periodic deadlines and 3) the final artifact.

*Please reference the list of projects you will be completing this semester for additional details.*

**Email**

You are required to use your University email address as it is the only address I have access. Please be sure to forward this address to one that you check on a more regular basis.

- • Please consider e-mail as official correspondence and be sure to keep copies of e-mails that are sent and received for records purposes.
- • Efforts will be made to address your e-mail within 48 hours. If you do not receive an email within 48 hours, please send a follow-up email.
- • Please use the subject line in a way that indicates the content of the message. Please also use professional language and include your full name and a complete inquiry in the body of the message.

**Required Texts**

*Above the Fold: Revised Edition* by Brian Miller

*HTML and CSS: Design and Build Websites* by Jon Duckett

**Recommended Texts**

*The Best Interface is No Interface* by Golden Krishna

*Designing for Emotion* by Aarron Walter

*Interdisciplinary Interaction Design* by James Pannafino

**Reference Texts**

*Interface Design: An Introduction to Visual Communication in UI Design* by Michael Salmond and Gavin Ambrose


**Required Materials**

1. USB, hard drive, or online storage solution.
2. Sketchbook

**Attendance**

Attendance is mandatory for your success, will be recorded during each class session and is considered as part of the professionalism element of your final grade.

- • You will lose a single letter grade on your fourth (4) absence.
- • Five (5) absences will result in the drop of another letter grade.
- • Six (6) absences will result in the failure of the course.
- • Three (3) late arrivals or early departures will result in the recording of one (1) full absence.
- • Students are required to attend class for the duration of the scheduled time or until the Professor dismisses the class.
- • *Attending all critiques is mandatory.*
**Grading Scale**


**Late Work**

No late work is accepted.

**Plagiarism**

Plagiarism of concept, imagery, layout, or copy (text) of any kind is not tolerated and will result in a failing grade. In the event of an act of plagiarism, you will be reported to the University for academic review.

**Professionalism**

*Cell Phones*

Cell phones usage during class will not be tolerated. Please finish in personal business prior to class. You may check your phones during breaks only.

*Music/Headphones*

Headphones are not permitted during lectures/presentations by either the professor or your classmates.

**Studio Work Time**

We share Bay Hall 234 with a number of other classes. You are encouraged to stay until the end of each class to work on your projects.

Bay Hall 236, or the Graphic Design Think Tank, is open for your use at any time during the semester. As an open space, please be respectful of others.

**Academic Advising**

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an on-line Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

**Grade Appeal Process**

Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, cla.tamucc.edu/students/studentinfo.html. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall, Room 116. If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
### Important Dates

August 26 - First day of class  
September 7 - Labor Day/No class  
November 26 & 27 - Thanksgiving  
December 1 - Final day of classes  
December 2 - Reading Day  
December 9 - Final

**Week One // August 26, 2015**

*August 26, 2015*
- Introduction, Syllabus, Course Overview.
- Lecture :: Interactive Design and its theories
- Homework :: Purchase books

**Week Two // August 31–September 2, 2015**

*August 31, 2015*
- Lecture :: Simple vs Complex and Technology
- Assignment :: Project 1
- Homework :: Choose a topic and prepare an outline for your paper // due at the beginning of next class.

*September 2, 2015*
- Items for first deadline due to professor at the start of the class.
- Brief discussion // Working day
- Homework :: Write five-page comprehensive paper outlined in project description // due at the beginning of next class.

**Week Three // September 7 & 9, 2015**

*September 7, 2015*
- Labor Day, no class

*September 9, 2015*
- Deadline two :: five page paper due to professor at the beginning of class.
- Examples and discussion on what visuals will help sell your proof of concept to a client.
- Homework :: Develop a visual proof of concept.

**Week Four // September 14 & 16, 2015**

*September 14, 2015*
- Deadline three due at the beginning of class
- Working Day
- Homework :: Prepare presentation for the following class

*September 16, 2015*
- Deadline four :: Presentation of final proof of concept of simplifying a complex interaction.

**Week Five // September 21 & 23, 2015**

*September 21, 2015*
- Lecture :: Documenting your design process; User Interface design basics; why experience drives design.
- Assignment :: Project two
- Homework :: Choose an organization, write a one page paper explaining your choice, begin initial sketches.

*September 23, 2015*
- Deadline one :: Review ideas as a class, sketches in small groups and with professor. All items must be turned into professor (sketches can be scanned).
- Working Day
- Homework :: Complete the first three pages of your design. PDF due to professor at beginning of next class.

**Week Six // September 28 & 30, 2015**

*September 28, 2015*
- Deadline two :: PDF of first three pages due to professor at beginning class.
- Individual critiques as needed.
- Homework :: Continue working on page designs

*September 30, 2015*
- Working Day
- Homework :: Complete next four pages of design.

**Week Seven // October 5 & 7, 2015**

*October 5, 2015*
- Deadline three :: PDF of seven pages of site design due at the beginning of class (four new pages).
- Individual critiques as needed.
- Homework :: continue working on page designs

*October 7, 2015*
- Working Day
- Homework :: Complete site design, organize process binder and prepare presentation.
Week Eight // October 12 & 14, 2015

October 12, 2015
Deadline four :: Presentation of final site design, final PDF and process books to professor.

October 14, 2015
Lecture :: App design tools and resources. Introduction to Sketch. Storyboarding and review simple versus complex design.
Assignment :: Project 3
Homework :: Choose a topic, prepare defense, outline and initial sketches // each item will be due to the professor.

Week Nine // October 19 & 21, 2015

October 19, 2015
Deadline one :: Defend ideas in front of the class. Turn in outline. Review initials sketches with professor.
Working day
Homework :: Develop designs digitally.

October 21, 2015
Working Day
Individual critiques as needed
Homework :: Complete ten screens of app design

Week Ten // October 26 & 28, 2015

October 26, 2015
Deadline two :: PDF to professor of first ten screen designs due at the start of class.

October 28, 2015
Working day
Individual critiques as needed.
Homework :: Complete 10 additional screens.

Week Eleven // November 2 & 4, 2015

November 2, 2015
Deadline three :: PDF of 20 completed screens (10 new) due to professor at the beginning of class.
Individual critiques as needed.
Homework :: Finalize app design by working on final 10 screens and making any revisions as necessary.

November 4, 2015
Working Day
Homework :: Complete app design and prepare presentation.

Week Twelve // November 9 & 11, 2015

November 9, 2015
Deadline four :: Presentation of final app design, final PDF to professor, presentation to group.

November 11, 2015
Lesson :: Introduction to HTML and CSS
Homework :: Reading from text

Week Thirteen // November 16 & 18, 2015

November 16, 2015
Assignment :: Project 4
Lesson :: HTML and CSS
Homework :: Reading from text

November 18, 2015
Lesson :: HTML and CSS
Working Day, Beginning coding your site.
Individual help as needed
Homework :: Continue to work on project 4 coding

Week Fourteen // November 23 & 25, 2015

November 23, 2015
Working day
Individual help as needed

November 25, 2015
Working day
Individual help as needed

Week Fifteen // November 30, 2015

November 30, 2015
Final working day; ask any and all questions
Homework :: complete site due on December 9
Grading Opportunities (970 possible points)

There will be four major projects throughout the semester addressing various disciplines of interactive design. Within each of these projects will be individual deadlines with key elements due. Each deadline is crafted to keep you on track to complete the project on time. Failure to meet these deadlines will substantially affect your final grade.

Project 1 // Complex Interaction (250 points)

Part 1
In the spirit of The Best Interface is No Interface, identify a complex interaction and write a comprehensive paper which discusses the problem, what makes it overly complex and explain your solution to simplify your chosen interaction.

Part 2
Develop a visual representation of your solution. How you present your solution is completely up to you. You will need to be ready to present your problem and solution to both the class and a group of industry professionals.

Individual Project Deadlines
Deadline one (20 points)
+ Topic Choice
+ Outline
+ Both due to professor at beginning of class
Deadline two (100 points)
+ Five page paper
+ Due to professor at beginning of class
Deadline three (30 points)
+ Proof of concept for visual
Deadline four (100 points)
+ Final project and Presentation

Project 2 // Site Design/redesign (300 points)

Choose an organization that promotes a topic that is important to you and develop the user interface for a ten-page website that is appropriately targeted and clearly communicates the organization’s message. Record any research conducted neatly in a black three-ring binder. At the end of the project you will be presenting your concepts for effectiveness to a select group of individuals.

Individual Project Deadlines
Deadline one (50 points)
+ Organization Choice
+ One page paper explaining your choice
+ Initial sketches
Deadline two (50 points)
+ First three page designs complete
+ PDF due to professor at the beginning of class
Deadline three (50 points)
+ Additional four page designs complete (seven done in total)
+ PDF due to professor at the beginning of class
Deadline four (150 points)
+ Final site interface completed
+ Process book organized as evidence of process
+ Presentation completed
Grading Opportunities (970 possible points)

There will be four major projects throughout the semester addressing various disciplines of interactive design. Within each of these projects will be individual deadlines with key elements due. Each deadline is crafted to keep you on track to complete the project on time. Failure to meet these deadlines will substantially affect your final grade.

Project 3 // iPhone App (300 points)

We spend too much time with our faces buried in our digital devices. Your task with this project is to develop an app which promotes improvement in one’s non-digital lifestyle. Upon determining your topic, begin your design process to develop the design of your app. You will be responsible for creating 30 screens, 10 which can be transitions. Be prepared to present your final design to a select group of individuals.

**Individual Project Deadlines**

**Deadline one (50 points)**
+ Topic Choice and defense
+ Outline
+ Initial sketches

**Deadline two (50 points)**
+ First 10 screen designs complete
+ PDF due to professor at the beginning of class

**Deadline three (50 points)**
+ Additional 10 screen designs complete (20 done in total)
+ PDF due to professor at the beginning of class

**Deadline four (150 points)**
+ All screens completed (30 in total)
+ Presentation completed

Project 4 // Basic Website (100 points)

Utilizing the information gained in lectures on HTML, create the code that once translated by a browser creates a basic five page website containing images and content about a topic of your choice.

**Individual Project Deadlines**

There are no individual deadlines for Project 4

Professionalism (20pts)

Attendance and participation is a part of professionalism. You are expected to be punctual and to remain throughout the class period. As with any part of an academic setting you are expected to attend and participate in all classes throughout the semester. Please review and become familiar with the attendance policy outlined on the first page.
Signature Page

Please read the syllabus thoroughly and keep it with you whenever you come to class. Once you have a complete understanding of the information contained in this document, please sign the last two pages of the document; you will be given one copy for your records and the other will be kept by your professor. Upon signing below you admit to completely understanding the requirements for your success in this course.

I have read this syllabus and agree to the schedule and procedures stated therein.

NAME (please print)  A-NUMBER

SIGNATURE  DATE
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