Course Number and Section: IMS222 Web and Interaction Design	
Term: Spring 2011	**Meeting Time**: T/TH/F 2:15-3:25pm
	Location: Hiestand 200
Instructor: Lindsay D. Grace	
Office Phone: 513-529-2203	**Email**: LGrace@muohio.edu (best)
Office Address: Laws Hall 201	Twitter: @mindtoggle
Course Site: http://Miami.LGrace.com or http://miami.professorgrace.com/	
Office Hours: 11:00 am – 12:30 pm Tuesday and Thursday and by appointment	

Course Overview:

This course is an opportunity to learn the fundamentals of web and interactive design. Using industry standard tools, students will learn to design, implement and refine interactive media for specific audiences. For the purpose of this class, interactive media includes websites, menu systems, and the variety of software and hardware solutions that intersect the domain of human-computer interaction.

Effective interactive design is often achieved by the creative application of sometimes disparate disciplines. Students should expect to incorporate their understanding of art theory, psychology, commercial business practice and good old fashioned creative problem solving.   This course will use web design and web page development as the central case study for exploring the many challenges of interactive design.

Suggested Textbooks:

You must have an easy to use encyclopedic resource for creating HTML and CSS3. I suggest the following:
HTML5 & CSS3 Visual QuickStart Guide (7th Edition)
576 pages

ISBN-10: 0321719611
ISBN-13: 978-0321719614

You may

use our old book as a reference (pictured right): HTML, XHTML, & CSS for the World Wide Web. . . **6th edition**
Elizabeth Castro
ISBN-10: 0321430840 **ISBN-13:** 978-0321430847

The 6th edition is available as a **FREE electronic text** from the Library/Safari online. These books should be used as reference.
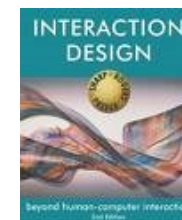
Also Suggested for general Interaction Design – but not required:
Interaction Design: Second Edition

Yvonne Rogers and Helen Sharp
Paperback: 800 pages
- **ISBN-10:** 0470018666   **ISBN-13:** 978-0470018668

Students may also receive timely articles debating interactive design standards and practices as well as excerpts from standard texts available on the class site or distributed in class.

Required Materials

Reliable Storage Media: **USB Drive or portable hard drive** for in-class work (must have by second class meeting)

Access to Adobe Suite – CS5: Dreamweaver, Flash, Photoshop, Bridge (available in Hiestand 200, King 27 and King SIM)

Facilities:

The computer lab in Hiestand 200 has all required software for the course. This lab has hours posted on its front door. King27 (swipe access required) and the King Library's SIM lab also have the software required to make websites. If you are interested in a career in web design or a related field, buying the software at a discounted student rate would be a good decision. For beginners, the differences between Adobe software versions are far less pronounced. Adobe Creative Suite (CS) interface changes are largely incremental.

Estimated Homework Hours:

As always, learning a language takes practice. Expect at least 3-6 hours a week.

Objectives:

Upon successful completion of this course, students should be able to:

- Write and edit HTML 5, (X)HTML, CSS
- Understand and edit JavaScript code
- Optimize technical solutions for fluid design adjustments and appropriate response to user needs
- Identify, create, collect and organize assets appropriate to client standards
- Optimize a web design for search engines and specific technical needs (e.g. iPhone, Kiosk, etc)
- Use professional web authoring tools including Dreamweaver and Photoshop to produce websites and other interactive media
- Use and include third party technology (e.g. Flash and Java) in a basic site
- Apply interface design principles to a variety of human-computer interaction environments
- Meet audience and client needs through considered research and inventive solutions
- Maintain a set of web pages on the Internet
- Apply usability standards including consideration for universal accessibility
- Use existing web scripts and write basic web scripting code (JavaScript)
- Identify and incorporate varied media assets in a web design (e.g. video, audio, games, etc)
- Understand how design and development dovetail to produce competent interactive media
- Understand the framework under which a variety of web sites are produced (e.g. development, quality assurance, production pipeline, wireframes and mock ups)

Course Schedule

	Day 1	Day 2	Day 3: Online and Studio Lab	Due
Week 1:	**Intro and Orientation**	**Making Websites**	**LAB: No TA**	
8/22 -8/23	**Design:** -Interactions, HCI and Technology	**Development:** -Client/Server Language and Translation-HTML,CSS and Dreamweaver Coding	**Online (Video):** -Don't Fear "Tubes" -Kuhn Client/Server	
Week 2	**Design Basics**	**Development Basics**	**LAB: TA**	
8/28 – 8/30	**Design**: -The feedback loop -Designing Interactions – Process and Creative Workflow	**Development:** - Intro to Dreamweaver -Intro to Photoshop - Linking, Images and text	**Online:** Interesting Interactions (web links) **Online (Videos):** -Don't Fear "HTML" -Maeda Design Simplicity -Kuhn Links -Kuhn Photoshop	*Reading:* Krug: **Don't Make Me Think** Chapter 2
Week 3	**It's About People**	**Dreamweaver CSS/HTML**	**LAB: TA**	
9/4– 9/6	**Design:** Usability -Determining audience needs, Demo, Psycho, Technographics Presentation Pitch Prep – how to pitch	**Development:** Dreamweaver Continued: Habits of Highly Effective Coders – the semantic web CSS Introduction	**Online:** Presentations and Critique others Example student work **Online (Videos):** -Don't Fear "Scratch" -Don't Fear "CSS" -Kelley-User Centered Design	*Reading:* Beckland: The end of Demographics

Week 4	Organizing Information	Information Architecture	LAB: Instructor & TA	
9/11 – 9/13	**Design**: Information Architecture Formal Paper Prototypes and Testing Wireframes, Comps, and Paper Prototyping	**Development:** CSS ID's and Classes Web Page Layout and structure: Layers, Tables, and Frames in **Dreamweaver**	**Online (Videos):** -Design Like an Architect -User Experience Video **Lab: Pitch Presentations (all students must attend)**	*Assignment 1 Due:* Upload presentation as PDF *By start of Friday class session(9/14)* Reading: The Elements of User Experience–Chapter 2 Skim this:LI - Social Technographics
Week 5	**Diagnosing Design**		**LAB: TA**	
9/18 – 9/20	*Gathering feedback before you implement – Group session*	Individual instructor feedback Come to class ready to design or continue design of your comp/mock up. **Have something to show.**	**Online (Videos):** Pink: Pecha Kucha	Reading: Weinman: Comping and Prototpying
Week 6:	**Visual Content & Stimuli**		**LAB:TA**	
9/25 – 9/27	**Design**: User task analysis	"PechaKucha Style" Present comps in 2 minutes or less – solicit feedback		*Assignment 2 Due:* Upload Comps as PDF *By start of **Thursday** class session (9/27)* **Reading: Rogers and Sharp:** *Interaction Design* Chapter 1, pp18-20
Week 7:	**Work Week**		**LAB:TA**	
10/2 – 10/4	**Instructor Studio** **Come to class for feedback**	**Instructor Studio**	**Online (Video):** **The Web As Art**	*Reading:* Critique Checklist for Web Design

Week 8	Midterm Due by end of class on Friday (10/12)		LAB:TA	
10/9 – 10/11	External styles with CSS	Concept clean up		*Midterm Due by end of Friday Session (10/12)* **25% of your grade**
Week 9	**Midterm Critique**		**LAB:TA**	
Week 9: 10/16 –10/18	**Midterm websites presentations and group critique**	**Midterm websites presentations and group critique**	**Help with implementation challenges**	
Week 10	**Animation**	**Animation Tools**	**LAB:TA**	
10/23 – 10/25	Animation with Photoshop	Animation with 3rd Party Tools (Flash, Javascript , Java and Plugins)		
Week 11	**Calculation**	**Client-Side Interacton**	**LAB:TA**	
10/30– 11/1	**Using Forms and Controls**	Intro to using JavaScript		
Week 12:	**JavaScript**	**Design and Dev Scaling**	**LAB: Instructor & TA**	
11/6 – 11/8	**JavaScript Primer – Using Lightbox and other Tools**	Mass Producing Pages: Making Templates, frames and external CSS	**Online (Video):** **Kuhn: Javascript**	*Assignment 3 Due:* Upload one presentation with Wireframes, comps and research for final project by end of class on Friday
Week 13	**Assignment 3 Presentations and Critique-**		**LAB:TA**	
11/13-11/15	**In class critique sessions**	**In class critique sessions**		
Week 14:	**Sound and video**			
11/20 – 11/22	**Using sound and video**	**Thanksgiving no class**	**Thanksgiving no class**	
Week 15:	**Work Week**			
11/27 – 11/29	**Instructor Studio**	**Instructor Studio**		
Week 16:	**Project 3 Beta Presentations**		**LAB: Instructor & TA**	
12/4-12/6	**Class Beta presentations**	**Class Beta presentations**		*Beta Project Due at start of class on 12/14*
Finals Week: 12/11	**Finals Week**			*Final Project due at start of Final exam period for class*

*Schedule subject to change based on student need and at the instructor's discretion.

Please review the following page for scheduled due dates:

http://miami.lgrace.com/documents/IMS222_Fall_2011_Web_Interaction_Design_Due_Dates.html

5% of your grade is allocated for quizzes. Quizzes are not scheduled. Quizzes are provided only when either the class is clearly not doing homework, general participation is poor, or upon request by students. If no quizzes are given, then all students receive full credit for their quiz grade.

Grading System:

Point Score range	Letter Grade
93 and above	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
Below 62	F

Score Breakdown:

- **Assignments (includes traditional homework if needed):**   **25%**
    - **Assignment 1: Elevator Pitch for Midterm Site**   **(5%)**
    - **Assignment 2: Midterm Site Comps**   **(5%)**

    - **Assignment X: Competency Quiz(es) –(if needed)**   **(5%)**

    - **Assignment 3: Pitch/Comp/Wireframe Prep for final site**   **(10%)**

- **Project 1: Website #1**
    - **Basic 5 page site: good design, working site**   **25%**
- **Project 2: Site Beta Website #2**
    - **min 10 pages – (90% function and error free-ready for limited release)**   **30%**
- **Project 4:**
    - **Site Final (revisions to site 2 –best work and uploaded)**   **10%**
- **Participation:**   **10%**
    - **Critique comments, questions in class, preparedness**

Course Requirements and Policies

All students must adhere to the guidelines set forth by the Miami University handbook.

Assignments (25%)

All assignments are due at the beginning of the class.

Students should provide a copy of their design work on a clearly labeled CD. All assignments must be clearly labeled (filenames, correct file extensions, etc), and provided in a system folder with the students first and last name.

Students should always keep a backup copy of their work. Lost data or computer failures are not excuses for poor or missing work.

No late assignments will be accepted. In this course, assignments build on the previous. Failure to complete prior assignments will make each subsequent assignment more difficult. It is in your best interest to complete each assignment on time and to the best of your ability. Always hand in what you have, even if it does not work. **Partial credit is better than no credit at all.**

> **Pitch** : You will make 2 project pitches during the semester. Pitch presentations are quick, clear overviews of planned projects. A sample pitch presentation slide set is provided on the class website

> **Wireframes and Comps**: Wireframes describe the relationship of elements on your page (page wireframe) and the relationship of web pages to each other (site wireframe). A comp is a mockup of a page or set of pages. A comp provides a preview of the intended design before actual development begins. A comp is a good way to elicit feedback before you are completely invested in your design. Comps should be made in Photoshop for this course. If your comp is constructed well, it will lessen the effort needed to complete the final product.

A separate list of evaluation criteria are provided for the major projects in this class. Please review that list for further details.

Midterm and Final Projects (55%-65% of total grade):

The bulk of the grade in this class is based on the two projects. Assignments inform the projects. Doing a good job on the assignment should simplify your midterm and final project work. Project expectations are outlined on the class website. Projects are graded using a checklist of requirements that balance technical challenges with design objectives. While there are subjective elements to any aesthetic creation, I do my best to standardize evaluation.

All completed midterm and final projects must also contain a single screenshot of your webpage in its optimal resolution. Please supply the image in JPG formal, resized to 1024x768.

Participation Grade (10%):

Students are encouraged to ask questions and initiate dialogue about interaction design in the course. Given the diverse set of majors participating in the course, there is terrific potential for informative discussion.

This course is delivered through a studio model. In a studio model students spend more time in class and are expected to participate in class critiques. Critiques are opportunities to share ideas and provide constructive feedback about design and technical considerations for everyone's project. Positive and negative feedback should be provided by all students in the class.

Participation grades are determined by students willingness to answer questions, preparedness for discussion (did you do the reading?), and the feedback they provide in class. Absences will negatively effect your participation grade. In cases where a blog or forum is used for the class, students' contributions to the blog or forum effect their participation grade.

Critique:

This course is modeled after the traditional art-studio. This means the course relies heavily on feedback from the instructor and other students. This feedback takes the form of critique which aims to offer improvements to every project. If you have never taken an art or design course, this may be a new process to you. The hallmark of good critique is constructive criticism that takes into account learned methodology, references to related work, and clear communication. As part of every student's grade involves participation, offering useful critique is essential for class success.

Studio Course

Studio courses combine hands-on education with time for students to work through self initiated challenges. The instructor's role in a studio course is to guide the student, but not necessarily solve the problem. Making is a process, and much of the education happens when a student is confronted with a challenge they must solve. This course offers ample time for studio work. Typically the last hour of the course is provided for students to work through their projects. The instructor is available during studio hours to help student through their most pressing challenges. Please use studio hours effectively, and plan specific questions during these hours. You are not required to stay in the lab during studio hours, but doing so typically promotes student success.

Attendance / Absences:

As stated in the Student Handbook, you are expected to attend all scheduled class meetings. The attendance policy for this course is as follows: Up to two absences will be tolerated without penalty. Three unexcused absences will result in the final grade being lowered one letter grade (10pts. on a 100pt. scale). Four unexcused absences will result in the final grade being lowered two letter grades. The fifth unexcused absence will be regarded as the final cut and the Registrar will be notified to drop the student from the course. The three absence allowance is provided for emergency and health related situations. It is the student's responsibility to provide information concerning all absences and you should speak to the instructor before missing a class. The determination of an

excused (vs. unexcused) absence is up to the discretion of the instructor (doctor's written excuse for example). Please do not arrive late or leave early from class. If you arrive late it is your responsibility to make sure you're counted as present. Please see the student handbook for specifics on university policies.

All planned absences should be clearly explained in an email sent to the instructor before the student misses the class. The instructor will reply indicating whether or not the absence is excused.

All issues of attendance and tardiness will be handled as school policy dictates and at the discretion of the instructor.

Class Lab/Studio Time:

This course operates under studio hours. Typically each class will begin with a lecture or demonstration, followed by some type of practice activity. This portion of class will typically take the first 2/3 of the session, with the remainder of the time available for one on one guidance from the instructor. At the beginning of the semester the ratio or group instruction and activity will be highest. Toward the end of the semester you will be given substantial amounts of class time to complete projects using studio hours. For students who have not taken studio classes it might help to think of them as supervised work hours. They work best when you seek guidance and support from the instructor.

In Class Conduct:

In-class web surfing, email, electronic chat, text messaging, or related behavior is prohibited during class meetings. Please be attentive to people's comments and engage yourself in class.

No recording (audio or visual) of this class may be made without the prior written consent of the instructor.

Statement of Community and Non-Discrimination: Miami University is committed to fostering a supportive learning environment for all students irrespective of individual differences in gender, race, national origin, religion, handicapping condition, sexual preference or age. Students should expect, and help create, a learning environment free from all forms of prejudice. If disrespectful behaviors occur in class, please seek the assistance of your instructor or the IMS director.

Resources:

Students may use any resources available online. I strongly encourage students to use the Lynda.com resource through Miami. Lynda.com contains hundreds of tutorials on using specific pieces of software like Adobe Photoshop and Dreamweaver. Some familiariy with Photoshop is expected in this course, so know tutorials or videos cover photoshop usage. However, if you need help with Photoshop don't hesitate to ask the instructor or watch video tutorials online. Please note that you should credit appropriate sources as described in the plagiarism section of this syllabus.

Disability Support

Students who have any disability, either permanent or temporary, which might affect their ability to perform in this class, are encouraged to inform me immediately." (If a student self-identifies, please contact the Rinella Learning Center (9-8741). Website: http://www.units.muohio.edu/saf/lrn/

Cheating and Plagiarism:

Any student that cheats or plagiarizes will be reported to the academic standards committee and may be dismissed from the course. A student may be considered in violation of cheating and plagiarism policy if they present the work of others as their own, even if the work is provided through multiple online and print resources. Much like a writing course, students involved in web scripting, programming and related activities should attribute their work by stating the resource from which the work was derived. This is common practice in industry. Examples of such attribution are provided below:

<!--An implementation of the "floating div alignment hack" as first offered by Sarah Smith at CSSZenGarden.com on April 30, 2009-->

//Bubble Sort algorithm in Actionscript provided at //http://mike.newgrounds.com/news/post/59329

/* Derived from Craig Reynold's Boids Flocking Behavior as specified on pp. 48-52 of Great Game Algorithms, ISBN 1233131321 */

All homework is to be completed independently (except when told otherwise). Any student who is caught or suspected of working in conjunction with any other student will be penalized. Using lines of code borrowed from any source other than the prescribed book for this course will be considered plagiarism unless the student clearly credits their source. Do not use websites, message boards, chat rooms, or other related resources to solve homework problems.

When presenting your work, you should also credit sources and attribute work appropriately.