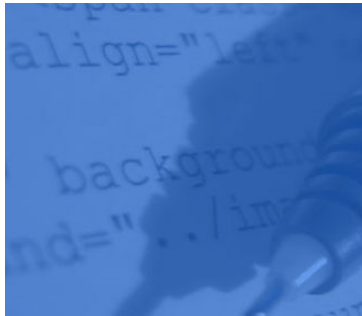


Miami University: Interactive Design



Course Number and Section: ART355 Interactive Design	
Term: Fall, 2009	Meeting Time: T/TH 5:30-8:15
	Location: Hiestand 218
Instructor: Lindsay D. Grace	
Office Phone: 513-529-2203	Email: LGrace@muohio.edu
Office Address: Hiestand 206	Support Site: http://Miami.LGrace.com
Office Hours: 2:00 pm – 5:00 pm Thursday and by appointment	

Course Overview:

This course is an opportunity to investigate interactive design as it relates to a variety of media types. 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.

Required Textbook:

HTML, XHTML, & CSS for the World Wide Web: Visual Quickstart Guide **6th edition**
Elizabeth Castro / Peachpit Press

Paperback: 456 pages
ISBN-10: 0321430840
ISBN-13: 978-0321430847



Students will 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.

Suggested Texts:



Social Science and Business:

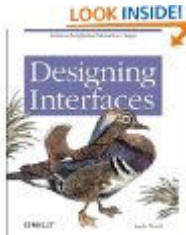
Prioritizing Web Usability: Jakob Nielsen and Hao Loranger
ISBN 0-321-35031-6 - your industry and design guide text



Art and Industry:

Designing Interactions: Bill Moggridge

ISBN-10: 0262134748 – your art text



Science:

Designing Interfaces: Patterns for Effective Interaction Design
by Jenifer Tidwell – your design guide

ISBN: 0596008031

Required Materials

Reliable Storage Media: USB Drive or portable hard drive for in-class work

Access to Adobe Suite – CS4: Dreamweaver, Flash, Photoshop, Bridge

Estimated Homework Hours:

As always, learning a language (or 5 in this case) 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, CSS, and 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 Flash technology on 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 and be able to draft a basic user task analysis
- 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

	Topic(s)	Due dates
Aug. 24th Week 1:	Introduction Development: Making Sites <ul style="list-style-type: none"> - Client Server and the Browser - Language and Translation - HTML Coding introduced Design: Defining interaction <ul style="list-style-type: none"> - The feedback loop 	Tech Read: Introduction: pages 13-26 Design Reading: Interaction Design, Beyond HCI pp 3-10 <i>Come to next week's class with a concept that can best be explained through interactivity – nothing to write, just be prepared to discuss in depth.</i> URL Theme: "It must be/ must not be interactive"
Sept. 31st Week 2:	Development: (X)HTML Fundamentals <ul style="list-style-type: none"> - Writing Code - Habits of highly Effective Coders – the semantic web - CSS Introduction Design: It's About People <ul style="list-style-type: none"> - Optimizing Use - Determining audience needs - Demo, Psycho, Techno 	Tech Reading: Chapter 1: 27-42 Chapter 2: 44-46 Chapter 3: 55-58, 64-65 Design Reading: Interaction Design Chapter 1, pp 10-18 Don't Make Me Think Chapter 2 URL theme: "Perfect/Imperfect harmony between technology and audience need"
Sept. 7th Week 3:	Development: (X)HTML Code Continued <ul style="list-style-type: none"> - Foundation tags. Extended tags. Syntax. - How to make life easy on yourself – CSS Introduction Design: Information Architecture	Labor Day – Sept 7 – no class Tech Reading: Chapter 7: 119-124 Design Reading: The Elements of User Experience – Chapter 2 URL theme: "The perfect/perfectly wrong information architecture"
Sept. 14th Week 4:	Development and Design: Web Graphics and Media. GIFs, JPGs, PNGS <ul style="list-style-type: none"> - Choosing graphic formats - Integrating other technologies and media - Flash and other plugins 	Tech Reading: Chapter 5: 81-102 (skim) Design Reading: Interaction Design Chapter 1, 18-20 <i>Come to next week's class with an elevator pitch – what kind of site would you like to make? Nothing to write, but be ready to present your pitch in 1-2 minutes – who, what, where, why, etc.</i> URL Theme: "The best/worst site concept I've ever experienced"
Sept. 21st Week 5:	Development: CSS and Layout <ul style="list-style-type: none"> - Liquid, elastic, and static - Image tricks Lab time	Project Assignment 1 due (Thursday) – code a basic 5 page site "by hand" Tech Reading: Chapter 8: 127-136 Chapter 11: 169-182

		NO URL Assignment this week
Sept. 28th Week 6:	Development: Dreamweaver - Forms - Plugins and instant JavaScript Design: Design for Devices	Tech Reading: Chapter 12: 189-208 Chapter 17: 253-280 Design Reading: Mobile Web Design (Moll) – pp 8, 14-17,67-70 URL Theme: “A great/horrible experience on anything but a personal computer”
Oct. 5th Week 7:	Development: Dreamweaver Tips and Tricks Design: Web Genres and Aesthetic Style	Chapter 13: 199-208 Supplement on tips and tricks URL Theme: “For better or worse, a fascinating web aesthetic”
Oct. 12th Week 8:	Development Tools: Dreamweaver and Ajax	No reading – work on your design plan
Oct. 19th Week 9:	JavaScript Primer Refining your interface: Site navigation. Continuity. Etc.	Due – Project draft - wireframes, image mockups Chapter 19: 311-320 Chapter 20: 321-326
Oct 26th Week 10:	AJAX and integration – Server Side Introduction	Scripting Supplement
Nov 2nd Week 11:	Sound, video	Chapter 18: 281-310
Nov 9th Week 12:	Flash Primer	Supplement on Flash
Nov 16th Week 13:	Web Publication: FTP and SEO	Chapter 22: 339 Chapter 24: 361-373
Nov 23rd Week 14:	Thanksgiving Break	Site Beta Due –in class critique – first day of week Reading: enjoy your break ☺
Nov 30th Week 15:	User Study and Task Analysis	Supplement on User Task Analysis
Dec 7th Week 16:	User Study lab	Supplement on User Task Analysis Classes end
Dec 14th Week 17:	Finals Week	Final site due

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:

- Practice Assignments (traditional homework if needed): 5%
- "Handwork": Hand coded site: 15%
- Site spec and pitch: 20%
- Site Beta 30%
- Site Final 20%
- Participation (urls): 10%

Course Requirements and Policies

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

Assignments

All assignments are due at the beginning of the class.

Students should provide a copy of their design work on 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 will 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.**

Participation Grade (5%): URLs

Students are required to bring 2 URLs to each class. The first URL will exemplify good web page design and the other will demonstrate bad web design. Students are required to provide a new set of URLs each week. The URLs will help guide discussion and will count toward the 5% participation grade for each student. The URLs must contain generally inoffensive material.

Please provide the typed URLs on a sheet of paper with your name, date, the week number and a 3 or more clearly articulated bullet points as to why each site is well or poorly designed. For full credit your language should incorporate concepts discussed in class. Students are responsible for providing URLs for weeks **two** through **eight** (six total assignments), as specified in the schedule. Please note the URLs should reflect the URL theme stated.

This ongoing assignment is your opportunity to demonstrate a mastery of the basic design concepts discussed in class.

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.

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 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.

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.

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