

# IMD220 Course Syllabus

<b>Course Title:</b>	User Centered Interface
<b>Course Code/Section:</b>	IMD220 Section A
<b>Course Prerequisites:</b>	IMD200 and IMD110
<b>Session/Year:</b>	Fall 2011
<b>Meeting Days/Times:</b>	Fridays 2:30–8:45 Room 807 (with a break for dinner)
<b>Instructor:</b>	Judith Desplechin
<b>Contact Info:</b>	Email: wdim@desplechin.com
<b>Office Hours:</b>	Fridays 1:30 – 2:30 room 807 – please make an appointment Saturdays 4:15 – 5:15 room 807 – please make an appointment
<b>Class Web Site:</b>	wdim.desplechin.com

**Course Description:** The course provides students with the skills to design interactive interfaces. Emphasis is placed on the examination of the communication and business goals, target audience, information architecture, media, and delivery platform. Students explore the guidelines for user-centered interface design and apply them to various interface design projects

## Core Course Competencies:

1. Demonstrate the correlation between information design and company objectives using statistics and other measurable results of testing in reports, memos, and presentations
2. Identify interface design heuristics
3. Define an interactive design approach
4. Write a design concept note
5. Design interface prototypes using appropriate production tools
6. Develop a production plan for the interface design

**Required Text:** Lidwell, William, Holden, Kritina, Butler, Jill. *Universal Principles of Design*  
Gloucester, Massachusetts: Rockport. 2003  
ISBN 1-59253-007-9

Clarke, Andy. *Transcending CSS: The Fine Art of Web Design (book first used in IMD110)*

Berkeley, California: New Riders 2007  
ISBN 0-321-41097-1 (this book was previously required in IMD110)

## Instructional Contact Hours/Credits

**Contact Hours:** 6 per week for 10 weeks

**Credit Hours:** 4

**Estimated Homework Hours:** at least 12 hours per week

## Student Evaluation/Methods of Assessment:

Grading: You need to filled out and sign the student information sheet Grading details for all assignments, critiques, test and projects will be listed on this sheet.

PLEASE READ ALL THE GRADING INFORMATION (from the student information sheet) AND ASSIGNMENT AND PROJECT REQUIREMENTS (from the class packets and handouts) CAREFULLY

You will be graded according to these requirements

In order to receive the final grade for the final web site you must show progress on a weekly basis. You must show work during all critiques and evaluations. Although you are expected to work on your projects outside of class, you must show that you are working on these projects during each class. If completed work is handed-in without meeting these criteria, the student will receive an F for the work. Attendance and Tardiness will be taken into consideration when the final grade is calculated.

## **MAIN PROJECT AND PROCESS BOOK Requirements are in the IMD220 Packet**

### **INCOMPLETE WORK WILL NOT BE GRADED Must Show Progress on a Weekly Basis**

In order to receive the final grade for the Web Site you must show progress on a weekly basis. You must show work during all critiques and evaluations. If completed work is handed-in without meeting these criteria, the student will receive an F for the work. Attendance and punctuality will also be taken into considerations in the grading of the final project.

Students are required to either write their own copy (text content) or work with a writer to create the copy.

Once the final project is turned-in if there is any copy that has been taken from another source the student will automatically receive an F for the course.

If you are creative you will find that you can limit the amount of copy that you will need. One of the main aspects of this course is information design you need to really think about the context of your copy and the placement of the information and its juxtaposition with other elements within the page.

You are encouraged to use technology from other class but you cannot use any designs created in other classes or projects outside of class.

In order to receive a grade for your main project you must work on it in class and show progress on a weekly basis and participate in all project related activities.

You must turn-in all preliminary logos, designs and sketches in-order to receive a grade for the final project You will use this preliminary work in your final presentation at the end of the quarter.

Students cannot pass the course if they do not present their preliminary work.

All links must be active including those on advertisements

jQuery cannot be used in your project.

You cannot receive a grade for work that is turned-in late.

**IT IS EXTREMELY IMPORTANT THAT YOU ARE NOT ABSENT FROM CLASS ON THE DAY OF THE EVALUATIONS. IF YOU MISS THE EVALUATION THIS WILL AFFECT A CONSIDERABLE PERCENTAGE OF YOUR GRADE. (see evaluation requirements in project packer)**

**Materials & Supplies:** You will need the following materials for this course

- Binder, Writing Paper and Drawing Paper, Pen and Pencil
- At least two different modes of saving work

**Saving Work: Students are responsible for all of their work.** Make at least two copies of your work and save it on two separate disks. Even if your work is erased from the school computers or becomes corrupted or lost you are still responsible for turning projects in on time. Any work left on the school computers cannot be considered safe.

### **Attendance:**

You are required to attend all class meetings, to arrive in time, and to stay for the duration of the class. There are no excused absences. The Web Design and Interactive Media department has an adopted attendance policy in all classes. Your FINAL COURSE GRADE will be reduced each time you are tardy or absent from a class. Each class will award/reduce points differently, but classes that have multiple sections will have the same grading scale for attendance. Please read each Faculty member syllabus for the grading policy.

You are expected to come to class prepared, arrive on-time, submit your homework when expected, and stay for the entire class. Each time you are 1 (minute) or more minutes late to class (tardy), you will lose 1 (one) percent from your grade. If you are more than 1 hour or you leave early you will lose 3% of your grade. Each time you are absent from class, you will lose 3 (three) percent from your grade. For example, if you are tardy to class 3 times and absent twice, you will lose at total of  $(3 * 1) + (2 * 3) = 9$  points from your final course grade. If you had a 95% (A), this would reduce your grade to a 86% (B).

**In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Students are expected to stay for the entire class period and work on their process book. Students that leave class before the end of the class period will be marked absent.**

### **Academic Dishonesty**

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating;
2. Plagiarism;
3. Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved;
4. Submission of any work (full or partial) not actually produced by the student.
5. Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of the work.

You must use MLA documentation for any and all materials used that were obtained from another source. There are strict limitations on materials used from another source. Details of these limitations are provided in the Project handouts.

Students may appeal in writing to the Dean of Academic Affairs. Students are encouraged to use the web site [www.smarthinking.com](http://www.smarthinking.com) for all written coursework. Please refer to page 39 of the New Student Handbook for the complete Academic Dishonesty policy.

### **Class Polices**

- Students are expected to act in a professional manner in all class situations. They are expected to treat other classmates and the instructor with respect, and to offer and take constructive criticism.
- During class students are expected to be working on the projects for this class. If a student is found to be either working on a project that is not part of this class requirements or surfing the web or wearing earphones they will be marked absent.
- Devices such as phones, headphones, calculators, beeping watches, etc. are not to be used during class time. There will be no exceptions.

Written assignments and projects must be typed and should not contain any spelling or grammar errors. No handwritten assignments or projects will be accepted'

### **Students with Disabilities**

The Art Institute of Washington provides accommodations to qualified students with disabilities. The Disability Services Office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of Washington. Students who seek reasonable accommodations should notify the Disabilities Services Coordinator at (Arber Winn, 703-247-2685 ) of their specific limitations and, if known their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation.

Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Coordinator to allow for time to gather necessary documentation.

If you have a concern or complaint in this regard, please contact the Dean of Student Affairs in Room 1107, telephone 703-247-6841. Complaints will be handled in accordance with the school's Internal Grievance Procedure for Complaints of Discrimination and Harassment.

# SCHEDULE: IMD220 User Centered Interface Design

Any changes to this schedule will be announced in class  
 All web work must be on the server (before the class due date) and you must be in class for the review in order for you to receive a grade

Due day one and two indicates the first and second class in any given week.

WEEK	TYPE	TOPIC / TECHNOLOGY	HANDOUTS	HOMEWORK	DUE	Required: all work on the server before class of due date.
					Day	
ONE	EXAMPLES	ON-LINE MAGAZINES THE TOPIC	Syllabus Schedule	Proposal Logo Research Topic		See separate schedule and grading sheet
	LECTURE	COLOR	Form			
	LECTURE	TYPOGRAPHY	Project Packet			
	EXAMPLES	LOGOS & COLOR	Digital Packet			
	DEMONSTRATION	SET-UP SITE , CSS Dreamweaver	Assign Two Assign Three			
	CLASS WORK	LOGO				
TWO	LECTURE	HUMAN PERCEPTION GESTALT PRINCIPLES DESIGN IMPLICATIONS	Lecture Assign Four	Web Page Creative Brief Research User		
	LECTURE	PRINCIPLES OF INTER DESIGN				
	CRITIQUE	LOGOS				
	DEMONSTRATION	TEMPLATES: Dreamweaver	In Digital Packet			
	LECTURE	THE USER, PERSONAS BUSINESS OBJECTIVES	Creative Brief In Project Packet			
	CLASS WORK	WEB SITE				
THREE	LECTURE	SCHEMES (organization)	Nav Map and Wire Frames	Web Page Nav. Map Wire Frames		
	LECTURE	LABELING				
	CRITIQUE	WEB COMPS on server	In Project Packet			
	DEMONSTRATION	IMAGES, BEHAVIORS: Dreamweaver	In Digital Packet			
	LECTURE	NAV. MAPS, WIRE FRAMES				
	LECTURE	ICONIC REPRESENTATION				
FOUR	CRITIQUE	REWORKED PAGES on server		Web Site Process Book		
		Dreamweaver				
		W3C Valadation				
FIVE	CRITIQUE	Two completed pages, both WC3		Website		
	CLASS WORK	WEB SITE				
SIX	CRITIQUE	3 <sup>rd</sup> page & reworked first two		Web Site		
	CLASS WORK	WEB SITE				

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						Day	
SEVEN	LECTURE	TESTING Paper Prototypes Active Wire Frames Alpha, Beta Testing Heuristics			Ind. Evaluate Form Web Site		
	CRITIQUE	WEB SITE 4 <sup>th</sup> page					
	CLASS WORK	WEB SITE					
EIGHT	GROUP	TESTING SITES 5 <sup>th</sup> page must be completed	Evaluations and Credits in Project Packet		Web Site		
	CRITIQUE	WEB SITE 5 <sup>th</sup> page					
	CLASS WORK	WEB SITE					
NINE	CRITIQUE	WEB SITE 6 <sup>th</sup> page	Presentation in Project Packet		Web Site		
	CLASS WORK	WEB SITE					
TEN	PRESENTATIONS GROUP FEEDBACK	Notes for presentation	two two	Site, Process Book & W3c/Server Turn-in Notes after presentation Turn-in all files: Web files Turn-in all files: WC3 pdf Turn-in all files: Process Book pdf Turn-in Logo (font outlines) At least three different samples Turn-in First comps			
ELEVEN	<b>TO BE ANNOUNCED</b> <b>STUDENTS ARE EXPECTED TO BE AVAILABLE FOR BOTH CLASSES DURING THE ELEVENTH WEEK. STUDENTS THAT DO NOT ATTEND SCHEDULED 11<sup>TH</sup> WEEK PRESENTATIONS COULD FAIL THE COURSE.</b>						
<p><b>Work should not be emailed to the instructor. If you are having a problem with your site, place the work on the server and email the Url along with a detailed explanation of the problem to the instructor.</b></p> <p>All work must be turned-in on time in order for you to receive a grade                  All web work must be on the server (before the class due date) and you must be in class for the review in order for you to receive a grade                  All work submitted for a grade must be created by the student in its entirety.                  You must use MLA documentation for any and all materials used that were obtained from another source.                  There are strict limitations on materials used from another source. Details of these limitations will be discussed in class and you will receive a handout which covers copyright                  In order to receive the final grade you must show progress on a weekly basis. You must show work during all critiques and evaluations. If completed work is handed-in without meeting these criteria, the student will receive an F for the work.                  Final Project. All completed work must be on the school server before the beginning of class on the day of the presentation. All presentation notes must be turned-in at the end of your presentation.                  Work will not be accepted after all presentations are complete.  <b>Students must use the lab period to work on their projects if students do not do this they will be marked absent.</b></p>							