

IMD440

Course Syllabus

Course Title:	Fundamentals of Interactive Design
Course Code/Section:	IMD440 Section EA
Course Prerequisites:	IMD220
Session/Year:	Spring 2011
Meeting Days/Times:	Saturdays 10:00 – 4:15 room 807 (with a short lunch break)
Instructor:	Judith Desplechin
Contact Info:	Email: wdim@desplechin.com
Office Hours:	Fridays 1:30 – 2:30 room 807 – please make an appointment Saturdays 4:15 – 5:15 room 807 – please make an appointment
Class Web Site:	wdim.desplechin.com

Course Description

Students focus on the components of an interactive message, exploring the integration of media elements in composing an effective message. While studying the role of interactivity in the user experience, they script, storyboard, and develop an interactive user experience.

Course Learning Objectives

Create a list of online resources and best practices for interactive design.
Critically evaluate and discuss interface design trends.
Conceptualize, design and develop a comprehensive approach to message design
Explore varying approaches to interface design and explore user preferences for these approaches.

Required Text: Neumeier, Marty *The Brand Gap*
Berkley, California: New Riders 2006 ISBN 0-321-34810-9

Suggested Reading: Wheeler, Alina. *Designing Brand Identity*. New Jersey: John Wiley & Sons, 2009. ISBN978-0-470-40142-2

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:

See Attached Grading and Schedule Sheet

Grading: You need to filled out and sign the student Grading and Schedule Sheet.
Grading details for all assignments and projects will be listed on this form

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.

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

The main project must contain Media Queries that incrementally change as the browser is resized. The Media Queries must contain at least three size ranges. Accommodation for earlier IE browser must also be included in the CSS.

In order to receive a grade for your main project you must work on it in class and outside of 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.

PROJECT AND PROCESS BOOK

Requirements are in the class packet

- 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.
6. 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 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.

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

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.

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.

Students must use the lab period to work on their projects if students do not do this they will be marked absent.

TARDY – 1% will be deducted from the final grade each time the student is late (late is arriving any time after the class begins)

ABSENT – 3% (6% for double classes) will be deducted from the final grade each time the student is absent or over one hour late or leaves early