Interactive Design 1

Introduction

This course will introduce you to the fundamental principles of design and development of **interactive media.**

Emphasis:

+ Understanding the web as a dynamic & flexible medium

+ Learning how to apply graphic design principles to the design of interactive experiences

+ Learning the fundamental principles of interactive design (interaction design, user experience design)

+ Learning the fundamentals of coding and designing
  with code (HTML and CSS)

+ Understanding that interactive design (and its tools and
  languages) are constantly changing; this means that you need to
  develop the skills you need to learn by yourself

+ Using online resources to seek your own answers

What is Interaction Design?

+ An approach to designing interactive experiences

+ Concerned with an audience / user / participant's experience flow though time

+ Interactive Design is defined by the active role of the user as part of the system (active, not passive)

How is it similar to (and different from) other areas of graphic design?

+ Many of the same design principles you have already learned are relevant

+ Designing interactive experiences allows for the integration of additional design principles

Traditional design principals

+ Contrast
+ Composition
+ Hierarchy
+ Visual relationships
+ Color
+ Shape
+ Grouping
+ Texture
+ Tension

Interactive design principals

+ Sequence

+ Narrative

+ Time and motion

+ Behavior

+ Participation

+ Change

UX/User experience design

+ Solving a specific user "problem"

+ Flow of experience from one step to the next

+ How the experience/product feels

UI/User interface design

+ Translate the UX design into visual terms so that
  it communicates

+ How the experience/product is laid out

Messages through experiences

+ With interactivity and motion as design elements, we can communicate a message through an experience

+ Great potential for nuanced messages

"Modalities" of Graphic Design

1	2	3	4
Print Design	**Motion Design**	**Information Design**	**Interactive Design**
communiating messages; *static*	dynamic messages; time; *passive*	communiation via visualizing data; *static or dynamic*	communiation via experience; *dynamic; active*

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Her book, Earthquakes, Mudslides, Fires & Riots: California and Graphic Design 1936–1986, was published last year by Metropolis Books.

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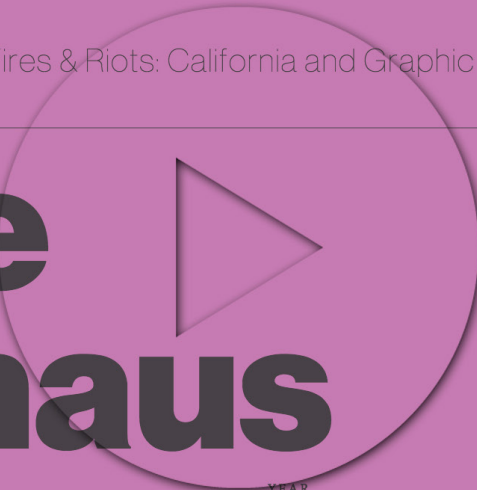
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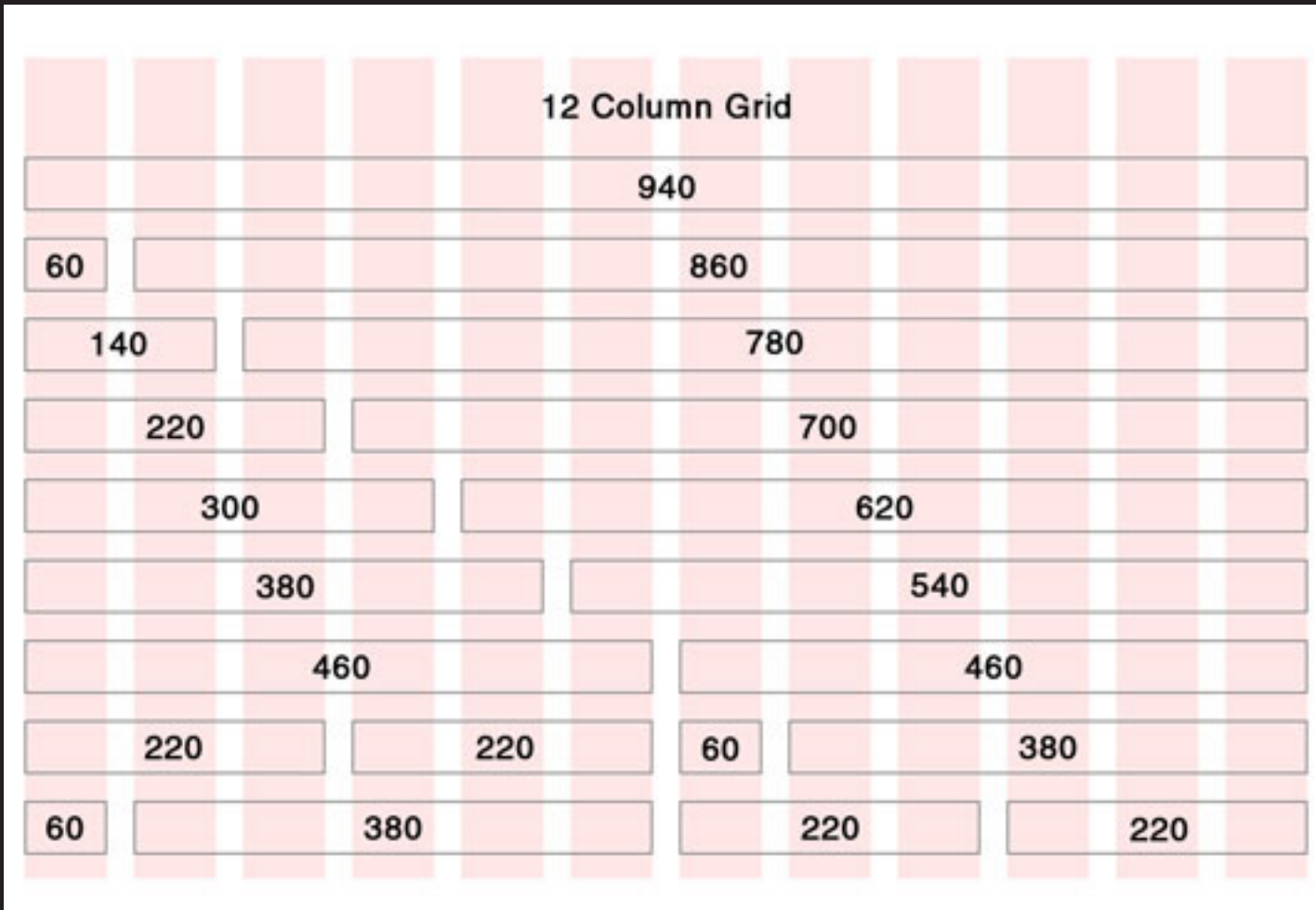
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12 Column Grid
often used in web design