

**Department of Arts,
Culture & Media**

Visiting Professors
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Office hours:
By appointment

Department Chair:
Ned Drew

Course pre-requisites:
As specified by
Major sequence

*This course is a B.F.A. in
Visual Arts with a
specialization in Graphic
Design Requirement.

COURSE INTRODUCTION

This course will introduce students to the fundamental principles of design, development, production and deployment of web-based digital media. Core theory, technologies and processes that are essential to current practice will be discussed and explored. Students will develop an understanding of interface design principles, visual/communication design, user experience, code, web work-flows, and the unique affordances of designing interactive experiences. Emphasis will be placed on understanding the web as a dynamic and flexible medium, learning the fundamentals of coding using HTML and CSS for design, and development of the skills to support self-initiated research and ongoing learning. Critical thinking, research-based design methodologies, and the quality of the design process will also be essential components of the class.

The class will be conducted as an intensive studio lab where class critiques, working sessions, lectures, and discussion of professional work examples will be essential components of the learning process.

Questions we will explore:

- + How is designing for interactive experience similar to / different from developing other design solutions?
- + When communication / graphic design has as a core element interactivity, what is unique about what it can achieve?
- + What is the nature of a designed experience that includes participation of an audience or user?
- + How are the artifacts and systems we design “experiences?”
- + Notions of “experience design” (design of form, content, and behavior)

COURSE GOALS

- + To develop an understanding of the tools and processes used to create digital interactive media
- + To establish a vocabulary for web/interactive design
- + Explore interactive media as a language within graphic design
- + To gain an understanding of current trends in user experience design
- + To develop critical abilities to evaluate each other’s work, as well as your own
- + Develop research and organizational skills
- + Set high technical standards
- + Explore the effects of medium on designed experiences

STUDENT LEARNING OBJECTIVES

- + Understand and evaluate design solutions based on principles of: visual design, user interface design (UI), and user experience design (UX)
- + Discuss and critique work (your classmates and your own) using appropriate vocabulary and criteria
- + Implement sketching, storyboarding, wireframing, and creation of functional prototypes in the creation of design solutions
- + Utilize online reference material for solving problems and getting answers for specific questions, as well as furthering learning
- + Find and employ relevant online interactive resources in the design process
- + Create a functional audience / user test ready prototype

CLASS FORMAT

This course will operate as an experimental “laboratory,” and will be grounded in collaborative learning. Individual projects will be realized both through outside efforts and directed experiments within the classroom laboratory. Students should be prepared for each class session with appropriate materials and completed outside assignments. They are expected to work diligently throughout the duration of each session. Students will also be responsible for the overall success of the studio through participation in peer reviews and peer tutoring.

STUDENT REQUIREMENTS + RESPONSIBILITIES

Students will be required to meet all project deadlines. You will be expected to arrive on time and prepared for class. Late work will automatically lower your grade. Final grades are based on the quality of your research/ideas/solutions, process, design execution, development in code, effort, class participation, attendance and punctuality.

HOW TO BE SUCCESSFUL IN THIS CLASS

- + Self-advocate. If you do not understand something, or need help, make your project advisors and classmates aware of the situation. This is part of the collaborative approach to a “learning community.”
- + Set individual progress milestones as well as meeting those held in common within the class.
- + Be flexible in your problem-solving approaches.
- + Develop project management and organizational strategies or seek out help to do so, if you are not strong enough in these skills.
- + Be willing to tutor another student if you have knowledge or skills that would be useful to help them progress in their project. They will do the same for you.
- + Be specific in your critique and critique constructively rather than offering false praise.

ATTENDANCE

Consistent and prompt attendance develops responsible professional behavior and insures that students have access to the full range of experiences and information necessary to complete class assignments and acquire the skills and knowledge emphasized in a university education.

Attendance is required during the scheduled class periods. Punctual arrival, effective use of the full studio period, and participation in assigned work is required. For this course, only 2 absences for the semester are acceptable. Allotted absences are to accommodate routine illness, weddings, car trouble, etc. Doctor appointments, advisor conferences, trips to supply stores and labs, employment, etc. should not be scheduled to conflict with class. All students are expected to attend class on a regular basis. Prolonged illness should be verified by a physician and may require the student to withdraw from class if he/she cannot complete work in a comprehensive and timely manner. In some instances, unsatisfactory attendance may result in a failing grade.

Excessive lateness (3=1 absence), early departures, excessive break time, lack of participation in assigned studio activities and not having homework will count as equivalent to an absence. Lateness is defined as being ten minutes late for class or departing before the class has been formally dismissed by the instructor. Lateness that exceeds one hour will be counted as one absence. More than 2 absences equals a letter grade (without a note from the Doctor or a pre-arranged excuse).

REQUIRED READING

Duckett, Jon
HTML & CSS: Design and Build Websites
(Available on Amazon)

Additional readings will be assigned over the course of the semester, and will be posted to our class website. In addition, a bibliography of additional sources will be provided for further reference. Our class site is: <http://acmgd.info/id1/>

MATERIALS

Students should have materials for sketching and idea-generation (sketch pads, tracing paper, pencils, pens, etc), a device for backing up their work on a source other than their computer (backup disc). A 3-ring binder, and a sketchbook. Digital cameras would be useful, but are not required.

ONGOING PROJECT

Along with your assignments, you will be expected to keep track of your process and visual research to aid in the development of your problem solving process. This documentation will manifest itself in 2 different collections – the first is a simple 3-ring binder for organizing class notes, handouts, and assignment sheets. The 2nd, is a black, 8.5x11 sketchbook for recording all your sketches, observations, notations and ideas. Think of these 2 as a complete record of your thought process and progression throughout the semester—these will become invaluable for your future portfolio/capstone course (Senior Seminar Studio II). You will be asked to bring in both of these regularly for review and they will be an important component of your final grade.

DIGITAL POLICY

The responsibility for backing up digital files lies solely with the individual student. Corruption of files containing coursework will not be considered a valid excuse for missing a deadline. It is each student's responsibility to consistently back up work on multiple devices in case of file corruption, disk or computer failure.

EVALUATION AND ASSESSMENT

Final grades will be determined using the following criteria:

- + The quality of your design process, including: research, idea generation and exploration, evaluation of ideas, design execution, code execution, overall effort
- + Clarity of communication along with the originality of expression
- + Independence in decision-making, ability to self-criticise
- + Demonstration that the student has done the assigned readings
- + Verbal presentation of work
- + Using class vocabulary and concepts
- + Improvement and effort displayed throughout the semester
- + Attendance and punctuality
- + Ability to respond to constructive criticism
- + Ability to meet deadlines
- + Craft and attention to details
- + Professionalism
- + Contribution to critiques and discussions
- + Respect for your work and the work of others
- + Daily performance and weekly progress
- + Improvement and effort displayed throughout the semester
- + Mastery of the objectives of the course

GRADING

This course follows the grading system established by the University:

- A Excellent without exception.
- B+ Well above average
- B Above average
- C+ Average
- C Satisfactory
- D Poor
- F Failure
- INC Incomplete*

*A grade of incomplete may be given if due to non-academic reasons the student finds it impossible to complete all assignments. If a student wishes to receive an incomplete for a course, they must request it in writing no later than the last scheduled meeting for the course. Failure to meet this deadline will result in a failing grade for the course.

ACADEMIC INTEGRITY

Academic Integrity is a commitment to the core values of honesty, trust, fairness, respect and responsibility and their role in ensuring the health and vigor of the academic and creative community. Please note that students are encouraged to contact their instructors and/or the University librarians for guidance in maintaining academic integrity in their work. Violations of academic integrity are considered to be acts of academic dishonesty and include (but are not limited to) cheating, plagiarizing, fabrication, denying others access to information or material, and facilitating academic dishonesty, and are subject to University policies and procedures. You may consult the University integrity website for a complete description of policies and procedures at: http://academicintegrity.rutgers.edu/files/documents/AI_Policy_9_01_2011.pdf

STUDENTS WITH DISABILITIES

Any student eligible for and requesting academic accommodations due to a disability should provide the appropriate forms within the first two weeks of the semester.

HEALTH AND SAFETY @RU-N: FALL 2021

In order to protect the health and wellbeing of all members of the Rutgers-Newark community, masks must be worn by all persons inside campus buildings when in the presence of others, and in buildings in non-private enclosed settings (e.g., common workspaces, workstations, meeting rooms, classrooms, etc.). Masks should securely cover the nose and mouth. Masks must be worn during class meetings. Each day before you arrive on campus or leave your residence hall, you must complete the brief survey on the My Campus Pass symptom checker self-screening app found at: myRutgers Portal.

Student:

Project: Web Type Specimen

Key

- 5 Excellent
- 4 Good
- 3 Satisfactory
- 2 Unsatisfactory
- 1 Unacceptable
- NA Not Applicable

Process + Realization:

Quality of Research	(5)	(4)	(3)	(2)	(1)	(NA)
Conceptual Strength	(5)	(4)	(3)	(2)	(1)	(NA)
Conceptual Development (sketches, roughs, drafts)	(5)	(4)	(3)	(2)	(1)	(NA)
Attention to Detail / Craft / Presentation of Work	(5)	(4)	(3)	(2)	(1)	(NA)
Syntactic Quality of Work (form, composition, interactivity)	(5)	(4)	(3)	(2)	(1)	(NA)
Semantic Quality of Work (message, communication)	(5)	(4)	(3)	(2)	(1)	(NA)
Pragmatic Quality of Work (function)	(5)	(4)	(3)	(2)	(1)	(NA)
Motivation	(5)	(4)	(3)	(2)	(1)	(NA)
Meeting Objectives of Assignment (design)	(5)	(4)	(3)	(2)	(1)	(NA)

Design:

Code:

Use of interactivity	(5)	(4)	(3)	(2)	(1)	(NA)
Quality of Research & Execution	(5)	(4)	(3)	(2)	(1)	(NA)
Effort	(5)	(4)	(3)	(2)	(1)	(NA)
Level of Difficulty	(5)	(4)	(3)	(2)	(1)	(NA)
Meeting Objectives of Assignment (code)	(5)	(4)	(3)	(2)	(1)	(NA)

Code:

Professionalism:

Participation in Critiques / Discussions	(5)	(4)	(3)	(2)	(1)	(NA)
Written Articulation	(5)	(4)	(3)	(2)	(1)	(NA)
Verbal Articulation	(5)	(4)	(3)	(2)	(1)	(NA)
Overall Attitude	(5)	(4)	(3)	(2)	(1)	(NA)
Class Attendance / Punctuality	(5)	(4)	(3)	(2)	(1)	(NA)
Deadlines / Class Preparation	(5)	(4)	(3)	(2)	(1)	(NA)

Professionalism:

Total:

ACCOMMODATION AND SUPPORT STATEMENT

Rutgers University Newark (RU-N) is committed to the creation of an inclusive and safe learning environment for all students and the University as a whole. RU-N has identified the following resources to further the mission of access and support:

For Individuals Experiencing Disability: The Office of Disability Services (ODS) works with students with medical, physical, and/or mental conditions who encounter disabling barriers in order to determine reasonable and appropriate accommodations for access. Students who have completed the process with ODS and have approved accommodations are provided a Letter of Accommodation (LOA) specific to each course. To initiate accommodations for their course students must both provide the LOA to and have a conversation with the course instructor about the accommodations. This should occur as early in the semester as possible. More information can be found at the RU-N ODS website (ods.newark.rutgers.edu). Contact ODS at (973) 353-5375 or via email at ods@newark.rutgers.edu.

For Individuals Who Are Pregnant: The Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy. Students may contact the Office of Title IX and ADA Compliance at (973) 353-1906 or via email at TitleIX@newark.rutgers.edu.

For Absence Verification: The Office of the Dean of Students can provide assistance for absences related to religious observance, emergency or unavoidable conflict (illness, personal or family emergency, etc.). Students should refer to University Policy 10.2.7 for information about expectations and responsibilities. The Office of the Dean of Students can be contacted by calling (973) 353-5063 or emailing deanofstudents@newark.rutgers.edu.

For Individuals with Temporary Conditions/Injuries: The Office of the Dean of Students can assist students who are experiencing a temporary condition or injury (broken or sprained limbs, concussions, or recovery from surgery). Students experiencing a temporary condition or injury should submit a request using the following link: <https://temporaryconditions.rutgers.edu>.

For Gender or Sex-Based Discrimination or Harassment:

The Office of Title IX and ADA Compliance can assist students who are experiencing any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking. Students can report an incident to the Office of Title IX and ADA Compliance by calling (973) 353-1906 or emailing TitleIX@newark.rutgers.edu. Incidents may also be reported by using the following link: tinyurl.com/RUNReportingForm. For more information, students should refer to the University's Title IX Policy and Grievance Procedures located at <https://uec.rutgers.edu/wp-content/uploads/60-1-33-current-1.pdf>

For Support Related to Interpersonal Violence: The Office for Violence Prevention and Victim Assistance (VPVA) can provide any student with confidential support. The office does not have a reporting obligation to Title IX. Students can contact the office by calling (973) 353-1918 or emailing run.vpva@rutgers.edu. There is also a confidential text-based helpline available to students; students can text (973) 339-0734 for support. Students do not need to be a victim/survivor of violence; any student can receive services, information and support.

For Crisis and Concerns: The Campus Awareness Response and Education (CARE) Team works with students in crisis to develop a plan of support plan and address personal situations that might impact their academic performance. Connect with the CARE Team by using the following link: tinyurl.com/RUNCARE or emailing careteam@rutgers.edu.

For Stress, Worry, or Concerns About Well-being: The Counseling Center has confidential therapists available to support students. Students should reach out to the Counseling Center to schedule an appointment: counseling@newark.rutgers.edu or (973) 353-5805. If students are not quite ready to make an appointment with a therapist but are interested in self-help, check out Sanvello for an easy, web-based approach to self-care and support. Visit <https://my.rutgers.edu/>, click on Sanvello: Wellness @ RUN, and log in with your netid to begin your journey toward wellness.

For emergencies, call 911 or contact Rutgers University Police Department (RUPD) by calling (973) 353-5111.

A = 93.3-100

A- = 90-93.2

B+ = 86.7-89.9

B = 83.3-86.6

B- = 80-83.2

C+ = 76.7-79.9

C = 73.3-76.6

C- = 70-73.2

D+ = 66.7-69.9

D = 63.3-66.6

D- = 60-63.2

F = 50-59.9