

Interactive Design 1

Course Overview – Fall 2023

This course is an **introduction to:**

1. Interactive design as an area within graphic design
2. Core concepts and vocabulary of interactive design
3. Core concepts of interactive technology & work flow
4. Core concepts of the design process for interactive design
5. The development of students' design knowledge/experience

1. Interactive design as an area within graphic design



Interactive design is a **user-oriented** field of study that focuses on meaningful communication of media through cyclical & collaborative processes between people & technology. Successful interactive designs have **simple, clearly defined goals, a strong purpose & intuitive screen interface.**

2. Core concepts/vocabulary of interactive design



- **Dynamic** nature of design within this medium
- Relevance of **narrative**
- Relevance of **motion**
- **User-centered** design approach (human centered design)
- **User experience**
- **Interface design** principles
- User **participation**

3. Core concepts of interactive technology & work flow



- Nature of the **web as a medium**
- Separation of the **content & style** layers
- **HTML & CSS** mark-up languages

4. Core concepts of interactive technology & work flow



- Nature of **research** for interactive design
- **Information architecture**
- Development of **high fidelity wireframes & comps**
- Development of **site maps, personas & prototypes**
- **User testing**
- **Response** to user testing
- Final design and implementation of **a functional, coded prototype**

5. The development of students' design knowledge/experience



- **Composition**
- **Visual hierarchy**
- Developing **design concepts & visual language**
- **Typographic structures** (grid systems, alignments, honing typographic craft & “finer points” including letterpacing all caps, use of curly quotes, hanging punctuation, etc.)
- **Typographic compositions** that are both “denotative” (**informational**) & “connotative” (**expressive**)
- Develop **sketch process**
- Effectively **self-critique** & critique the work of others

Process

1. Identifying needs & establishing requirements
 - Who is the target audience
 - User experience goals
2. Developing alternative solutions
3. Building prototypes (for user testing)
4. Evaluation of design solutions
5. Further development & refinement
6. Implementation of functional prototype