RUTGERS
NEWARK

Interactive Design I

Tuesday 8:30 am - 11:20 am
Thursday 8:30 am - 11:20 am
Room 427

Spring 2024

Department of Arts,
Culture & Media

Instructor
Kelly Waldron
kelly.waldron@rutgers.edu
kw697@newark.rutgers.edu

Office hours:
RM 223
By appointment

Course pre-requisites:
As specified by
Major sequence

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

QUOTES

"Design thinking relies on our ability to be intuitive, to recognize patterns, to construct ideas that have emotional meaning as well as functionality, to express ourselves in media other than words or symbols."

Tim Brown CEO, IDEO

"It is not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and, yes, beauty to people's lives.

Don Norman Researcher, Professor and Author

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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 user interface (UI) design principles, visual/communication design, user experience (UX), 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

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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 always critique constructively, but do not offer 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).

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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 document folder, 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 folder (this may be a digital or physical folder - GoogleDrive, Milanote, Canvas, etc.) for organizing class notes, handouts, and assignment sheets. The 2nd, is a sketchbook (no smaller than 8" x 10") 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

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+ 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

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HEALTH AND SAFETY

Vaccines and Boosters

All students and employees are required to be fully vaccinated, obtain a booster when eligible, and upload records to the university vaccine portal. Information can be found at https://coronavirus.rutgers.edu/covid-19-vaccine/.

Testing

All students who have been granted medical or religious exemptions must undergo weekly testing; in addition, clinical students must undergo testing twice per week. Students may obtain testing through Rutgers (see https://coronavirus.rutgers.edu/on-campus-testing/ for details). Students who test through a non-Rutgers provider must upload results to https://rtr.ipo.rutgers.edu/questionnaire/.

Students and employees with valid health or religious exemptions must continue to wear a face covering.

Quarantining and Isolation

Students who test positive for COVID-19 (via PCR or antigen test), regardless of whether they have symptoms, should follow the advice provided from the CDC calculator, inform their campus Student Health office of positive test results if they live in campus housing, and follow up with their personal physician/urgent care. Students living on campus in university housing are urged to return home for isolation whenever possible.

On-Campus Protocols and Safety Tips

As our COVID-19 protocols continue to evolve, I remind you that using common sense and doing your part in our shared responsibilities continues to be essential. This includes staying home while sick, whether for COVID-19 or not.

Questions

Questions and concerns may be sent to covid19@rutgers.edu.

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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 its 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 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 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) 353-5063 or via email at titleix@newark.Rutgers.Edu.

For short-term absence verification:
The office of the dean of students can help with 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, recovery from surgery, etc.). 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

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For support related to interpersonal violence:
The office for violence prevention and victim assistance (vpva) can provide any student with confidential support. Vpva is a confidential resource and 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. Vpva also maintains 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 to receive assistance; 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 psychological support (stress, mood, family issues, substance use concerns and other personal challenges):
The rutgers university-newark counseling center provides individual therapy and support groups for students dealing with psychological issues. To schedule an appointment, email counseling@newark.Rutgers.Edu or call (973) 353-5805.

Additional support is available to any ru-n student through uwill services:

• Umatch: teletherapy with flexible scheduling, starting with a free account.

• Uhelp: crisis support at 833-646-1526 (available 24/7/365).

• Urise: wellness-based video collection with a free account.

Access uwill@run at https://my.Rutgers.Edu using your netid. Services are confidential and free. For emergencies, call 911 or rutgers university police department at (973) 353-5111.

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DEPARTMENT OF ARTS, CULTURE AND MEDIA
Programs in Art, Design & Art History
110 Warren Street
Bradley Hall
Newark, NJ 07102

PROFESSOR | FIRST NAME LAST NAME
name@rutgers.edu

PROFESSOR FIRST NAME /LAST NAME

Course Name, Semester 2018
Course Number and Section
Course Meeting Schedule
Location (Building/Room #)

KEY

5	Excellent
4	Good
3	Satisfactory
2	Unsatisfactory
1	Unacceptable

NA Not Applicable

Student Name:

Project X - *Name of Project*

PROCESS + REALIZATION

Research Development & Implementation	5	4	3	2	1	NA
Formal Development (sketches & process)	5	4	3	2	1	NA
Formal Strength & Realization	5	4	3	2	1	NA
Conceptual Development (sketches & process)	5	4	3	2	1	NA
Conceptual Strength & Realization	5	4	3	2	1	NA
Syntactic Quality of Work (Form/Comp/Vis Hierarchy)	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
Working with Technology	5	4	3	2	1	NA
Attention to Detail / Craft / Presentation of Work	5	4	3	2	1	NA
Meeting Objectives of Assignment	5	4	3	2	1	NA

PROFESSIONALISM

Participation in Critiques / Discussions	5	4	3	2	1	NA
Motivation	5	4	3	2	1	NA
Verbal Articulation	5	4	3	2	1	NA
Written 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

Final Grade