

ART 377

Interactive Design 1

Spring 2020

Professor Swisher
Office: CART L282
swisher@uwp.edu

Office hours:
Mon 1:30–3:00
Thurs 11:00–12:30
Additional times available by appt.

Course website:
<http://professorswisher.com>



Objectives

- Explore the history, terminology, and technological fundamentals of the world wide web and its impact on visual design decisions.
- Apply design fundamentals to the organization of visual elements to appropriately support the content and goals of an interactive project.
- Create rudimentary websites, using HTML, CSS, and current standards-based practices.
- Apply basic user experience methods to create effective and engaging user experiences
- Analyze and critique interactive projects for effective design and usability
- Purchase a hosting account and a domain in order to gain real-world experience with hosting practices and to establish a professional web presence
- Explore the role of content management systems by creating and customizing a WordPress site (in addition to hand-coded websites)

Textbook

Be sure to get the **EBOOK** if you are buying the book online, as the print book will *not* arrive on time.



Required: (Can be purchased at the bookstore or on Amazon.com)
Above the Fold: Understanding the Principles of Successful Web Design, Revised edition (2014), Brian Miller

Note: Make sure you are getting the “Revised edition.” (Illegal online digital copies are usually of the past version, which is significantly different.)

Supplies

- **A hosting account: Approx. \$50-80 for 12 months**
Note: hosting companies generally require you to pay for at least 12 months up front.
- **A domain (acquire this at the same time as your hosting account: the first one is usually free)**

Note: We will walk through the purchase of the hosting account and domain together in class. See schedule for the date you need to have these funds available.

- Sketchbook (one you already have is fine)
- Folder/binder (You are expected to keep and bring your notes and all handouts to each class)
- Portable external disk/drive*—1 GB should suffice
Note: If you plan to work on both a PC and a Mac, make sure your disk is compatible with both operating systems without the need to install extra software in the classroom. The brand Passport has software installed on it that is **not cross-compatible between Macs and PCs.*
- Additional external backup disk or cloud-based storage like dropbox.com
- (There are 2 kinds of designers: Those who have lost files and those who are about to.)

Course Content

- I. **Why Interactive Design Matters (It's Not "Just" Aesthetics!)**
 - How Design communicates branding, tone/atmosphere, and instructions for use
 - How Design effects usability, navigation, and the overall user experience
 - How Web Design differs from print design and the ever-morphing dimensions of a web page
 - The effect of search engines on the web design process
 - Overview of the history of the internet and its effect on society and even democracy
 - Overview of how HTML and CSS work together to make web pages

- II. **The Design of an Interface**
 - Anatomy of a website and interface terminology
 - Conventions of interface layout
 - Creating wireframes, and the basics of site planning
 - Gestalt, design unity, and elements of design (the basics of web layout design)
 - Developing an effective color palette (and how not to hurt our eyes!)

- III. **Web Typography and an Intro to HTML and CSS**
 - How fonts work on the web
 - Typography and user experience
 - The fundamentals of HTML mark-up and how search-engines think
 - How to use, but not abuse, Dreamweaver
 - The Box Model: How we create margins and spacing
 - Styling text with CSS (Fonts, font weights, and sizes, etc.)
 - Applying styles to the right objects (How to change this one, not that one)
 - Using @font-face for special fonts

- IV. **Images on the web**
 - How images work on the web
 - Properly saving/exporting images for use on various screens
 - Using images in HTML, background images in CSS, and making icons
 - Designing with images in a compelling way that enhances both readability and usability

- V. **Intro. to Site Planning and User Experience Design (Making the web a much better place)**
 - Overview of site/project planning methods and phases, including audience personas
 - Overview of information architecture and flowcharts/sitemaps
 - Overview of best practices for usability

- VI. **The Development of a Multi-Page, Full-Layout Site**
 - Setting up a site and managing files (including image paths)
 - Creating a layout with headers, footers, and columns, using CSS floats and display methods
 - Making and styling navigation

- VII. **Making it Live! Starting a Web Presence**
 - Purchasing a hosting account and your own domain
 - Local v. remote files, and File Transfer Protocol

- VIII. **Intro. to Content Management Systems: WordPress**
 - Overview of why CMSs are used and how they work
 - Setting up and editing a basic WordPress site

Attendance

Regular attendance in class is mandatory. Students are allowed two unexcused absences with no penalty, after which each additional absence will lower their final grade by one full letter grade (in other words, an A becomes a B, an A- becomes a B-, etc.). If a student misses a critique or major demonstration, that absence will be counted double. Any absences caused by work or school conflicts, minor illnesses such as colds and flus, or family events such as weddings, births and funerals, are covered by the two permitted absences. If you have a serious or long-term illness or emergency, you should let the instructor know about it as soon as possible and provide documentation of it in order to be excused for these absences. If a student reaches ten unexcused absences, they will automatically fail the course. (This policy is consistent with the attendance policy held by the entire art dept.)

Should you miss class, remember that **it is your responsibility to find out from a peer what you missed in class**. It is not the responsibility of your professors to catch you up on information you missed during an absence.

Turn off your cell phone at the start of each class. If you forget to turn it off, and it rings or vibrates, do **not** answer it; turn it off. Do not use class time to text, to check email, to surf websites irrelevant to the project at hand, or to work on projects for other classes. If you do these activities, anytime except during a break, you are not fully present, and as such, **you will be counted absent** for either a half or full class period, at my discretion.

Be prepared for each class session by bringing the necessary materials and assets. Please be punctual to each class; the most important information for the day will be presented in the beginning of each class.

Should you decide not to continue in this course, remember that it is your responsibility to withdraw yourself; otherwise you may still be on the roster at the end of the semester and may receive an F.

Assistance

If you experience overwhelming difficulty in this course, do not react by avoiding class. Please come and talk to me about your concerns. The University has many resources available to help—resources which will never again in your life be free. I am more than happy to help point you in the right direction.

It is the University's policy to provide, on a flexible and individual basis, reasonable accommodations to students who have documented disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact Disability Services for a letter of verification to provide to their instructors. Disability Services is located in WYLL D175 and can be reached at 595-2372 or dss@uwp.edu.

My office is CART L282, and my office hours are posted by my door, with additional times by appointment. Feel free to stop by.

Diversity and Inclusion

The University of Wisconsin-Parkside is dedicated to a safe, supportive and non-discriminatory learning environment and to a safe and supportive classroom regardless of race, ethnicity, ability, national origin, gender, gender identity, sexual orientation, religion, age, immigration status, and other affiliations. Our university is committed to student excellence as well as promoting an inclusive campus climate in order to close equity gaps in the areas of student accesses, retention, and degree completion.

Classroom Conduct

The Art Department expects conduct appropriate for a university classroom. We have no tolerance for disrespectful behavior, which includes but is not limited to: private conversations with your classmates during a lecture or demonstration, rude comments and/or physical threats directed towards the instructor or your peers, and sleeping in class. Similarly, cell phones and computers must be silenced before class starts, for they are disturbing to the instructor, your fellow students, and to the overall rhythm of the class. Cheating and plagiarism will not be tolerated and will be punished to the fullest extent of university policy and the law. Each instructor also reserves the right to determine his or her own specific classroom conduct policies.

Disrespectful actions will result in a lowering of your final grade. Additionally, the instructor reserves the right to pull you aside and talk to you individually, to have you removed from class, and to report you to the Dean of Students' office.

Conceal Carry

Weapons are prohibited in UW-Parkside buildings and all outdoor events. Anyone found in violation will be subject to immediate removal in addition to academic and/or legal sanctions.

Publicity

The Art Department reserves the right to use reproductions of student work for promotional purposes, including the university website. (I also may use your work as examples for future students or in a teaching portfolio as examples of previous student work.)

Class Cancellation

If a class session needs to be cancelled unexpectedly due to instructor illness or emergency, the instructor will notify students via UW-Parkside email. While university staff will try to post cancellation signs in the studio or classroom in a timely manner, email will be the main platform for notification.

If the university closes or cancels classes due to weather, an announcement will be posted on the university website.

Design Plagiarism

Plagiarism is not limited to written materials. It also includes the wrongful appropriation in whole or in part of someone else's literary, artistic, musical, mechanical or computer-based work. **All design work must be your own and all source material must be credited.** If you are unsure whether something is considered plagiarism, just ask.

As this is a design course, you will make all of your own design elements. This includes, but is not limited to: layouts, color palettes, and all graphical elements such as vector art. Regarding photography and text/copy, you will be given specific information about what you should use. All photography must either be your own or come from approved websites. Unless, I have specifically given you permission to use something, assume you need to design your own. For help with design software, please see the available resources on the next to last page.

If you plagiarize, you will receive either an F for the project or an F for the course, depending on the severity of the offense.

Assignments

For each assigned project, you will be graded by these factors: demonstrating specified skills, meeting the project requirements, demonstrating design fundamentals from your previous courses, conceptual thinking and problem-solving, and craft/professionalism. Projects are due at the beginning of the specified period. All projects must be turned in on time. Do not wait until the last minute to finalize your work or to print out your work. Expect that things will go wrong and plan extra time accordingly. **If your project is not finished, do not compound your mistake by deciding not to come to class.**

Late projects will be deducted by a letter grade. The only exceptions are for extreme circumstances such as a serious illness or family death, for which proper documentation will be required. Note that a cold, a doctor appointment, a hangover, or an early vacation are not extreme circumstances. **If you know you will need to miss class the day a project is due, send the project to me ahead of time or ask a classmate to bring it to class for you, otherwise the project will be considered late.**

You will be working on projects outside of class time every week. This is expected in all art department classes (not just here, but at any college). If you have a job, plan your work schedule accordingly. Failure to put in considerable time between class sessions will effect the quality of your work (and thus, your grade), and the amount of assistance I can give you.

Grades

Final grades are calculated by mathematically averaging all your scores. You will be graded rigorously, yet fairly for the actual work you produce and turn in on time. There will not be a curve or a dropping of your lowest score.

A	95-100%
A-	90-94%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D	60-69%
F	0-59%

An F can also be earned by failing to meet the requirements, by turning in projects unfinished or not according to the directions and/ or criteria, or by violating the University's Academic Integrity policy.

If your final percentage grade is near or on the line (e.g. 86.5%), your professionalism during the class will be used to determine which letter grade you receive. Professionalism means your attendance (for the full class period), punctuality, effective use of class time, classroom civility, and verbal and nonverbal engagement.

Resources

Adobe software tutorials:

Lynda.com: <http://lynda.com>

Lynda.com is the leader in the digital software education area. Access to the site is free for current Parkside students, provided that they access it through the UWP site. Go to <https://www.uwp.edu/explore/offices/campustechnologyservices/linkedinlearning.cfm> and log in with your UW-Parkside credentials.

Adobe Illustrator tips: <http://helpx.adobe.com/illustrator/topics/illustrator-tutorials.html>

Adobe Photoshop tips: <https://helpx.adobe.com/photoshop/topics.html>

Design Tuts: <http://design.tutsplus.com/>

Vectips: <http://vectips.com/>

CreativeBloq: <http://www.creativebloq.com/digital-art/illustrator-tutorials-1232697>

Code/Mark-up:

W3Schools.com: <http://www.w3schools.com/>

HTML Dog: <http://htmldog.com/guides/>
HTML, CSS, and Javascript tutorials

Wired Cheat Sheets: <http://www.wired.com/cheat-sheets/>

Cheat Sheets for HTML, CSS, and special characters

Head First HTML and CSS, 2nd edition, Elisabeth Freeman and Eric Freeman

General Web Design:

Smashing Magazine: <http://www.smashingmagazine.com/>

Using a Mac (for Windows and Unix users):

Apple: <https://support.apple.com/en-us/HT204216>

Peer Tutoring:

There are many Interactive Design 2 students who would be well-qualified to tutor you. Please feel free to reach out to them. One way you could reach out is by visiting the Interactive Design 2 class a few minutes before it starts.