

# ART 477

## Interactive Design 2

Spring 2020



Professor Swisher  
Office: CART L282  
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Office hours:

Mon 1:30–3:00

Thurs 11:00–12:30

Additional times available by appt.

Course website:

<http://professorswisher.com>

### Objectives

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- Utilize User Experience principles and current standards-based practices to design effective, engaging, and user-friendly interactive designs
- Design interactive sites that respond effectively to various-sized mobile devices and touch screens
- Create prototypes and explore user testing
- Analyze and critique your work and the work of your peers for effective design & usability
- Discover professional sources of information for new developments in the field and develop problem-solving skills to incorporate changes as they are happening

### Supplies

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- Folder/binder (You are expected to keep and bring your notes and handouts to each class)
- Printing fees—You will need to put credit on your Ranger Card to use
- 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.**
- 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.*)

### Attendance

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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.

## Course Content

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- I. **User Experience (UX) Design**
  - What is User Experience Design (UX)
  - UX deliverables overview
  - User goals and business goals
  - Defining your audience and developing personas
  - Developing a descriptive tone
  
- II. **UX of Information Architecture**
  - Site maps and task flows
  - The role of conventions
  - Cards
  - Wireframe review
  - User Testing
  
- III. **Design Mock-ups and Strategies**
  - Creating design variations for clients
  - Typography and font selection
  - Vector illustration, photo manipulation, geometry and diagonals
  
- IV. **Introduction to Prototyping with Adobe XD**
  - The role of prototyping
  - Wiring and sharing the prototype
  
- V. **UX of Ecommerce and Forms**
  - Ecommerce task flow
  - UX standards for ecommerce
  - Interactive forms
  - Validation and error messages
  
- VI. **Responsive Design (Mobile Experience)**
  - What it is and why it matters
  - How media queries work
  - Touch screens
  - Responsive Design standards and best practices
  
- VII. **Microinteractions**
  - What they are and how they can help and reward the user
  - Demo on XD animations, easing, and transitions

## **Assistance**

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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](mailto: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.

## **Classroom Conduct**

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The Art Department also 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. 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.

## **Diversity and Inclusion**

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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.

## **Conceal Carry**

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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**

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The Art Department reserves the right to use reproductions of student work for promotional purposes, including the departmental 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**

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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.

## Assignments

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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 make print-outs. 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

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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.

## Design Plagiarism

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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 in the next section.

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.

## Resources

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### Adobe software:

**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:** <https://helpx.adobe.com/illustrator/topics/illustrator-tutorials.html>

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

**Adobe XD:** <http://www.foreverdansky.com/categories/adobe-xd-tutorials>

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

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

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

### 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>