

# **PLNU Department of Art and Design**

## **Art 315 Fall Semester 2015**

### **Introduction To Interactive/Web Applications**

Meeting days: Monday/Wednesday

Instructor: Joshua Tonies - E-mail: [jtonies@pointloma.edu](mailto:jtonies@pointloma.edu)

Meeting times: 4:00PM-6:20PM

Meeting location: Ryan Library West, Computer Lab

### **PLNU MISSION STATEMENT:**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

### **Course Description**

This course introduces you to the history, language and practice of interactive design. Through readings, lectures, projects and in-class activities, you will acquire an extensive knowledge of this ubiquitous and constantly changing design practice. We will begin with the basics, studying interface design, user experience, coding languages, and move onto content management systems and design software to build a core technical foundation. Emphasis will be placed on the technologies of the web as well as content creation and authoring.

Concurrently, in-class discussion will introduce case studies, which analyze current trends in desktop and mobile websites, applications, user interface design and the complex history of the web. With the acquisition of this language of theory and history, you will recognize the choices available to you as a skilled designer and use this literacy to understand the ecology of media which is part of your everyday environment. Class projects include individual and group web design briefs providing a survey of beginning and intermediate design challenges. Weekly required readings and video tutorials related to coursework will be made available through the course website.

## **ART 315 COURSE LEARNING OUTCOMES:**

Upon successful completion of the course, students should be able to:

- Identify and critically discuss current design trends relevant to interface design and user experience, desktop, tablet and mobile websites and applications
- Use vocabulary and terminology based in contemporary discourse of web and interface design
- Utilize website technologies: CMS and FTP Clients
- Construct, interpret and debug in the latest web languages HTML5 and CSS
- Demonstrate a working knowledge of computer programs: Creative Cloud Applications, Dreamweaver, Photoshop, Edge Animate, Muse and other CMS platforms Wordpress, Tumblr, etc.

## **COURSE REQUIREMENTS**

You will be responsible for the successful completion of four web projects during the duration of this course. Each project will be introduced with a prompt, which will be discussed extensively in class, clearly outlining the criteria and expectations for each project, ample time will be given to students for further explanation or clarification.

These prompts will also be posted to the course website as a PDF for student reference. Students are expected to contribute to in class discussion, complete readings (texts will be provided by instructor), participate in critiques and in-class assignments, these responsibilities will factor into your professionalism / participation grade.

## **LATE WORK**

Late work will lose 3 points with each class meeting which follows the class period the assignment is due. This means if the assignment is not finished for the class period on the announced due date, the assignment will be considered late.

# COURSE OVERVIEW - BY WEEK

**Week 1:** Course introduction and expectations.

Ecology of the web - User Experience| User Centered Design lecture.

Introduction to Project 1: Principles of Interface Design

*Homework for next week: User Centered Design Presentations*

**Week 2:** User Centered Design Presentations. Visual Design

Principles for Interactivity Lecture, Working with Invision

*Homework for next week: None*

**Week 3:** Visual Hierarchy, Navigation Design, Prototyping and

Adobe Muse. *Homework for next week: Project 1: Part 2 Prototyping*

*using Invision*

**Week 4:** Final Presentations of Project 1. Introduction to HTML5, structure, text, lists, links, semantic web, basic markup.

*Homework for next week: HTML 5 Reading (expect quiz covering the reading)*

**Week 5:** Quiz on HTML5. Responsive Design, Images, Media. CSS & Layout. Introduction to Project 2: HTML5 & CSS

*Homework - Begin work on Project 2*

**Week 6:** Layout Lab. Positioning Elements, Creating site layouts, Media Queries, Multi-Column Layouts.

*Homework - Continue work on Project 2: HTML5 & CSS Project*

**Week 7:** Midterm Review. Practicum due by then end of class. No Makeup midterms.

**Week 8:** FTP Client & Server Side Management. Students upload Project 2 to the web. *Homework for next week: None*

## **COURSE OVERVIEW - BY WEEK ( continued)**

**Week 9:** Deploying Widgets in Dreamweaver. CSS Extended in Dreamweaver. Using jQuery in Dreamweaver.

*Homework for next week: Design Research: Motion Graphics*

**Week 10:** Introduction to Edge Animate Workflow.

App design lecture. Introduction of Motion graphics Assignment.

*Homework for next week: Complete Proposal Due Monday for Motion Graphics and Interaction assignment.*

**Week 11:** Present Proposals on Monday. Advanced Animation Concepts. Fundamentals of Authoring Lecture.

*Homework for next week: Motion Graphics and Interaction assignment.*

**Week 12:** Presentations of Motion Graphics and Interaction assignment. Speculative Design Lecture

*Homework for next week: Speculative Design Reading to be uploaded to course website.*

**Week 13:** Introduction of Speculative Design Interface Project.

*Homework for next week: Proposals due the following week. No Class November 25*

**Week 14:** Students discuss proposals and adapt idea into

prototype. *Homework for next week: Develop interactive prototype of Speculative UI*

**Week 15:** Groups present second iteration of design, based on

feedback. *Homework for next week: Prepare for final critique / Presentation of final projects.*

**Week 16:** Open Lab, finish work on final projects. Final Critique

## **COURSE PROJECTS - OVERVIEW**

**Project1 Part 1:** User Centered Design / Principles of Interface Design

10% of total grade

**Project 1 Part 2:** Prototyping / Visual Hierarchy

10% of total grade

**Project 2:** HTML 5 / CSS Project

10% of total grade

**Project 3:** Media Rich Publishing

10% of total grade

**Midterm:** Practicum / To be completed in class

20% of total grade

**Final Project:** Speculative Mobile Interface

30% of total grade

**Professionalism / Participation**

10% of total grade

## **ATTENDANCE POLICY**

Attendance in class is considered vital for the optimum amount of creative exchange between all those involved in the art of learning process. Therefore each unexcused absence will result in the loss of 3 points in the student's cumulative grade point total. Tardiness and leaving class early will also lower the final grade, three of these offenses equals an absence.

## **COURSE CREDIT HOUR INFORMATION**

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks.

## **ACADEMIC DISHONESTY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Violations of University academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for:

- a) that particular assignment or examination
- b) the course following the procedure in the university catalog

Students may appeal also using the procedure in the university catalog. See Academic Policies for further information.

## **ACADEMIC ACCOMMODATIONS**

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the Disability Resource Center (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See Academic Policies in the undergrad student catalog.

## **FERPA POLICY**

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See Policy Statements in the undergrad student catalog.

## **USE OF TECHNOLOGY IN ART 315**

Point Loma Nazarene University encourages the use of technology for learning, communication, and collaboration. However, electronic devices ( mobile devices, tablets, may not be used in class unless for a class assignment.)