

```
<!DOCTYPE html>
<html lang="en">

<head>
  <title>Welcome to DES 117!</title>
  <meta charset="utf-8">
</head>

<body>
  <h1>We're going to have an awesome time!</h1>
</body>

</html>
```

---

**Lecturer**

Bill Mead  
wmmead@ucdavis.edu

Design 117 . Section 001 . Winter 2019  
Interactive Media I

**Office Hours**

Mondays  
12:00 – 1:00 pm  
Cruess 256

**Prerequisites**

DES 1, 14 or 21, 15, 16

**Class**

T + Th  
9:00 – 11:50 am 2102

**Course Description**

This course introduces students to the fundamentals of creating screen-based interactive media. Working within the format of web sites, students will study and apply principles of interface design, hierarchy, interactivity, user-centered design, responsive web design, and accessibility. Students will complete and present four major projects, concentrating on creating strong conceptual frameworks and communicating clearly. The basic languages of the web (HTML and CSS) will be introduced and practiced. Use of digital imaging tools, such as Photoshop and Illustrator, as well as the ability to apply principles and theories of graphic design and typography, are required.

**Required Text**

Castro, Elizabeth, and Bruce Hyslop. HTML5 and CSS3: Visual Quickstart Guide (8th Edition). Peachpit Press, 2013. ISBN 978-0321928832.

## Supply List

Physical supplies are available in the UCD bookstore.

- Notebook and sketchbook with grid
- 4–8 GB flash drive or other storage device
- A Codepen account ([www.codepen.io](http://www.codepen.io)) (free)
- Atom ([www.atom.io](http://www.atom.io)) (free)

Supplies not required but recommended:

- Colored pencils
- Ruler and/or triangle
- Scratch paper
- Post-it notes
- A Codecademy account ([www.codecademy.com](http://www.codecademy.com))

## Grading Policy

Your final grades will be posted on Canvas, and will be determined by the following

10% class participation + attendance  
55% exercises + homework + quizzes  
5% project 1 - portal page  
10% project 2 - blog page  
20% project 3 - portfolio site

You will be evaluated on:

- The level at which you meet or exceed class expectations
- The level of care and research you demonstrate regarding your design process—this could include sketches, exploration of different approaches, your response to and use of constructive criticism, etc.
- Your ability to communicate your ideas and projects in a clear, professional manner
- Your demonstrated understanding of web design and graphic design principles
- Your efforts toward technical proficiency in coding
- How prepared you are for class (including meeting deadlines)
- The quality of your participation in class discussion and critiques

## Late Work Policy

Late work will be penalized 1% for each day that it is late automatically by the Canvas LMS. Lateness is rounded up. So if an assignment worth 100 points were due today at 11:59pm, and you turn it in tomorrow at 12:01 am (two minutes late), the highest grade you can achieve is 99%.

A threshold of 75% is set for late assignments.

## UC Davis Grading Scale

A+ 97–100%

A 93–96%

A- 90–92%

B+ 87–89%

B 83–86%

B- 80–82%

C+ 77–79%

C 73–76%

C- 70–72%

D+ 67–69%

D 63–66%

D- 60–62%

F 0–59%

## **Attendance**

Attendance is critical and will be taken at the beginning and end of class. You must participate in class for the entire class period (unless otherwise announced) to be considered present—arriving late or leaving early is treated as a half absence. If you've talked with other students and still have a specific question, you may email me. I will do my best to answer emails within 48 hours. If you are aware of an upcoming absence, are ill, or have a family emergency, please make arrangements with me ahead of time.

Providing a doctor's note for an illness may afford you additional time to turn in assignments, to be determined on a case by case basis in consultation with the instructor. However, assignments that required your presence in class, and any participation points, during your illness can not be made up.

## **Cell Phones**

During class time, your cell phone is to be turned off and out of sight. Exceptions may be made only if you discuss your situation with me prior to the start of that day's class; in this case, your cell phone must be set to vibrate/silent.

## **Diversity, Accessibility, and Inclusion**

Students with all types of learning styles and needs are welcome in this course. If you have a consideration that might require accommodation, please do not hesitate to approach me or to consult with the Student Disability Center (<http://sdc.ucdavis.edu/>). If you find yourself in need of physical or mental health accommodation please consult with Student Health and Counseling Services (<https://shcs.ucdavis.edu/>)

## **Academic Conduct**

View the full code of academic conduct at [www.sja.ucdavis.edu/cac.html](http://www.sja.ucdavis.edu/cac.html).

Plagiarism and cheating of any kind in the course of academic work will not be tolerated. Academic honesty includes accurate use of quotations, as well as appropriate and explicit citation of sources (including all images). These standards of academic honesty and citation of sources apply to all forms of academic work (written, visual and presentation). Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension or dismissal from the university.

Students must receive prior permission from instructors to submit the same or substantially overlapping material for two different assignments (including from different courses). Submission of the same work for two assignments without the prior permission of instructors is plagiarism.

**This syllabus is subject to change at any time.**

## Weekly Topics\*\*

**wk1 - Tuesday**  
Introduction and Internet/Web  
History

**wk1 - Thursday**  
HTML Basics

**wk2 - Tuesday**  
Personal Site

**wk2 - Thursday**  
Portal Page & FTP

**wk3 - Tuesday**  
Markup Practice &  
Finding Errors

**wk3 - Thursday**  
Intro to CSS

**wk4 - Tuesday**  
Basic CSS Practice

**wk4 - Thursday**  
Blog Project Start

**wk5 - Tuesday**  
CSS Web Typography

**wk5 - Thursday**  
CSS Layout Part 1

**wk6 - Tuesday**  
Portfolio Project Start

**wk6 - Thursday**  
Navigation Design Pattern

**wk7 - Tuesday**  
CSS Layout Part 2

**wk7 - Thursday**  
CSS Layout Part 3

**wk8 - Tuesday**  
Mobile First Web Design

**wk8 - Thursday**  
Studio Class

**wk9 - Tuesday**  
CSS Layout Part 4

**wk9 - Thursday**  
CSS Animations

**wk10 - Tuesday**  
Exploring the Field of Digital  
Design

**wk10 - Thursday**  
Final Portfolio Due

\*\*Weekly topics subject to change  
based on course progression.