Introduction

DMS 104: Design in the Digital Age

Professor Kostin

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Robert M Kostin, **robert.kostin@rochester.edu**

- Morey Hall, room 313
- Wegmans Hall, room 2105
- Open Office Hours:

Day & Time	Location
Mondays & Wednesdays 9:00 - 10:15 AM	Gavett 208
Tuesdays & Thursdays 9:40 - 10:55 AM	Gavett 244
Tuesdays & Thursdays 11:05 AM - 12:20 PM	Gavett 244

- **Virtual Office Hours:** the professor will publish times when he will be available to answer questions and provide general assistance via Slack.
- **Private Office Hours:** by appointment only *(When students need to meet with the professor privately, send email to robert.kostin@rochester.edu)*

Design of Interactive Digital Products

- Design
- Interactive
- Digital
- Product (or service)
- Design is not new
  - Graphical/Visual
  - Industrial
- Interaction Design = "Goal Directed Design"

Goal Directed Design

Is all about…

- Activities: what can be done

- Workflow: what's the best way

- Information: what is needed

Is related to but not exactly…

- Software design

- HCI (Human Computer Interaction)

- IA (Information Architecture)

- Visual / Graphic Design

This course

- Half this course: NO design!
- Flipped
- Communication (presentation)
- Actual design work
- Exams
- The book – "the recipe"

For next time

- Read Chapter 2: Assembling the Team
  - Focus on the five team roles
  - Choose your own *initial* design team role
  - Prepare a three-minute, one slide presentation
- Learn the "Presentation Rules"

Presentation Rules

- Slides in sync with presenter
  - Presenter can only talk about what's on the slide
  - The slide can only show what the presenter is talking about
- Bullet points
  - Clips and phrases only
  - For context only
- Eye-candy and readability
  - Related – relevant only
  - Must add value
  - Big, clear, text

- Logistics – timing and technical
  - Must start on time; must end on time, within a minute (+/-)
  - Technical problems/delays are always your fault
- Script
  - Have one; stick to it
- Professionalism
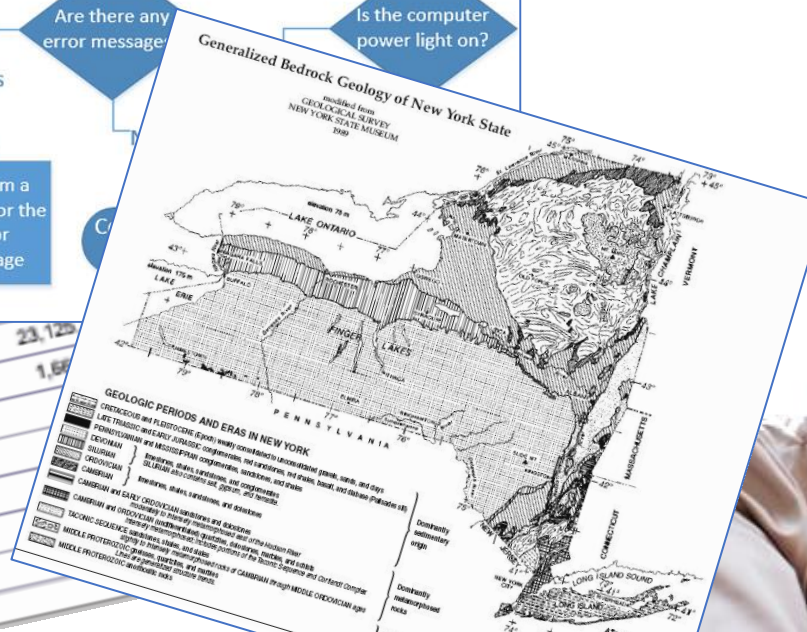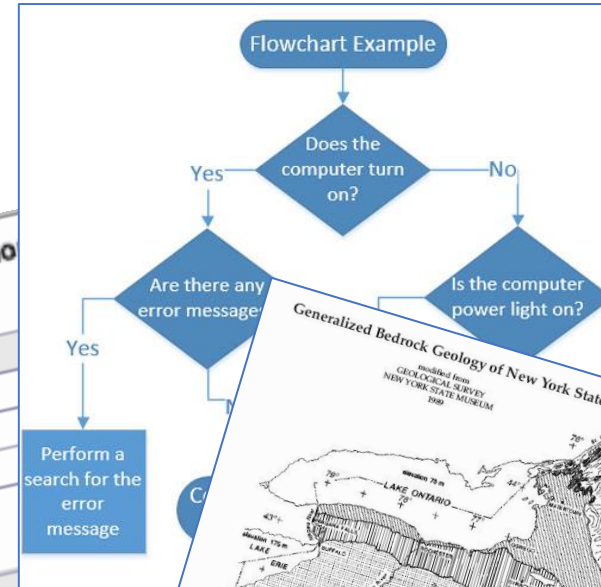 - Dress appropriately
  - Speak loud, clear, slow

Other Acceptable Slide Types

- The death march
  - Data tables
  - Flowcharts
  - Reference

- Eye candy – to make a point
  - Examples
  - Pretty pictures
  - Birds-eye views
  - Screen captures

Robert Kostin, Visual Designer

Visual Designer

- Important Roles & Responsibilities of a VisD
    - Doing stuff…
    - And more stuff…
    - Blah blah blah

- Typical Attributes of a VisD
    - Better than you…
    - Blah blah blah

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- Took these courses
    - BLH123: Pretty Pictures
    - ABC256: Stuff to Look At
    - ABC345: Advanced Stuff to Look At

- Designed a website

- Is Heathly AF
    - Eats expensive food
    - Blah blah blah

…and put together your three minute script

Rubric for the Presentation

Presentation File Content

- One slide, used correctly
- Covers (#1) about the role; (#2) why they would make a good one; and (#3) a small image of themselves
- Bullet points only (clips and phrases)
- Eye-candy is relevant (should be just the pic of themselves)
- Big, clear readable text

Delivery

- Three minutes, started on time, ended on time (+/- 10 seconds)
- Slide/presenter always in sync
- Script exists if needed (if not, delivery must be perfect)
- Clear, loud, slow speech

Warning: Team Lead

- Special instructions for DMS 104 (not in the book)
- "Accountable" (vs responsible)
- Must corral the others
- Must recover from someone else's shoddy work
  - Redo
  - Reassign
  - Do it yourself