

VCD 426 - Interactive Media Design

Tuesdays 14:00 - 17:30
@D206 (MacLab)

INSTRUCTOR Ceren Kayalar - cerenk@gmail.com

Please don't hesitate to send me an email, if you have questions. I'm also checking OASIS messages regularly (within reasonable hours) and it will serve as my instant messaging tool to send you group messages. You are obliged to check your university emails and Blackboard page regularly (ideally daily, twice) throughout the semester.

COURSE DESCRIPTION *as seen on the official syllabus web page

The primary aim of this course is to introduce students to programming and design thinking for web and mobile interfaces. This class will introduce a variety of approaches to digital design and publishing, not only through coding, but also through the use of other tools and theoretical ideas. It will also give a historical and contemporary understanding of the digital landscape. The course will introduce students to HTML, CSS, JavaScript and other related software.

LEARNING OUTCOMES *as seen on the official syllabus web page

The students

1. Will be able to plan the creation of a web page
2. Will be able to create interactive designs online
3. Will be able to use related terminology
4. Will be able to integrate rich media into their designs
5. Will be able to execute their designs

EVALUATION

Participation	20%
Homework	10%
Project(s)	70%

Participation is graded in class according to your participation in exercises. If you miss the class, you won't be receiving any points. Each week's in-class exercises are graded as 2pts.

Homework will be a research assignment on Design Patterns to improve your knowledge on UI (User Interface) & UX (User Experience) terminology. You will prepare and submit a presentation and we will discuss your findings in-class.

Projects will be announced on Blackboard with detailed briefs and you have to upload your work as a zip file before the deadline. Your project grade will consist of the grade of your project proposal, project progress, and project submission. Your work will be evaluated on (I) the visual design, (II) web literacy (navigation, usability, responsiveness), and (III) content quality.

Project #1: Personal Portfolio Website (HTML & CSS)	25 pts
Project #2: Interactivity (JavaScript/p5js)	20 pts
Project #3: Non-Profit Website (Webflow)	25 pts

COURSE POLICIES

Late submission If you miss the deadline for submissions, 10% will be deducted from your grade for the first day late, and an additional 5% will be deducted on each subsequent day. Latest submission deadline will be the following Friday evening of the submission's due date to avoid overlaps (thus, unnecessary panic) in successive submissions. If you encounter any emergencies, contact me as soon as possible. If you won't be able to attend homework presentations for a valid reason, contact me in advance.

Attendance The university's attendance policy will be followed.

Academic Integrity You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation will result in a minimum academic penalty of your failing the assignment, and will result in additional disciplinary measures.

Plagiarism Using the words or ideas of another as if they were one's own is a serious form of academic dishonesty. If another one's (including GPTs) complete sentence, syntax, key words, code, media (photographs, sounds, images, etc.), or the specific or unique ideas and information are used, one must give that source credit through proper citation and it shouldn't exceed 20% of your work. Although the world wide web is generously open to everyone, you can only use someone else's work for inspiration. Cheating will immediately earn you a failing grade for the entire course.

COURSE SCHEDULE *tentative

Date	Topic	Assignment	Due Date
Lecture #1 Sep 24, Tue	Introduction and Expectations Hello Web	-	-
Lecture #2 Oct 01, Tue	HTML / CSS #1 Exercise(s) #1	Project #1: Personal Portfolio Website	Oct 22, Tue 22:00 Late: Oct 25, Fri 22:00
Lecture #3 Oct 08, Tue	HTML / CSS #2 Exercise(s) #2	-	-
Lecture #4 Oct 15, Tue	HTML / CSS #3 Exercise(s) #3	-	-
Lecture #5 Oct 22, Tue	HTML / CSS #4 Exercise(s) #4	Homework: Research on Design Patterns (UI/UX Terminology)	Nov 02, Sat in-class
** No class on Oct 29, Tue - Republic Day holiday			
Lecture #6 Nov 02, Sat <i>** makeup for Republic day holiday</i>	Homework Presentations & Discussions	-	-
Lecture #7 Nov 05, Tue	JavaScript #1 Exercise(s) #5	Project #2: Interactivity	Nov 26, Tue 22:00 Late: Nov 29, Fri 22:00
** No class on Nov 12, Tue - Midterm Week			
Lecture #8 Nov 19, Tue	JavaScript #2 Exercise(s) #6	-	-
Lecture #9 Nov 26, Tue	JavaScript #3 Exercise(s) #7	-	-

Lecture #10 Dec 03, Tue	Webflow #1 Exercise(s) #8	Project #3: Non-Profit Website	Dec 31, Tue in-class Late: Jan 03, Fri 22:00
Lecture #11 Dec 10, Tue	Webflow #2 Exercise(s) #9	-	-
Lecture #12 Dec 17, Tue	Webflow #3 Exercise(s) #10	-	-
Lecture #13 Dec 24, Tue	Webflow #4	-	-
Lecture #14 Dec 31, Tue	Project #3 Submissions Review of the Semester	-	-

TEXTBOOK

Duckett J. (2011). HTML & CSS: Design and Build Websites. Wiley.

Duckett J. (2014). JavaScript & JQuery: Interactive Front-End Web Development. Wiley.

WEB MATERIALS

<https://htmlandcssbook.com>

<https://javascriptbook.com>

<https://lawsofux.com>

<https://ui-patterns.com>

<https://www.awwwards.com>

<https://www.designprinciplesftw.com/>

SUGGESTED READING MATERIAL

Tidwell, J., Brewer, C. and Valencia, A. (2021). Designing Interfaces: Patterns for Effective Interaction Design. 3rd Edition. O'Reilly Media.

Krug, S. (2013). Don't Make Me Think, Revisited: A Common Sense Approach To Web Usability. 3rd Edition. New Riders.

Yablonski, J. (2024). Laws of UX: Using Psychology to Design Better Products & Services. 2nd Edition. O'Reilly Media.