

# Course Information

## COURSE WEBSITE

<https://ivy-g.github.io/id2/>

## REQUIRED COURSE TEXTS

No required text - online readings will be assigned throughout the course.

## SUPPLEMENTARY MATERIALS

- Pencil
- Sketchbook
- Data storage device
- Brackets
- Slack
- Cyberduck
- Photoshop
- github

## COURSE DESCRIPTION

Builds on the studies completed in Interactive Design I. Focuses on conceptualization and problem solving for interactive design. Instructs students in intermediate techniques specific to web, multimedia for the web and other interactive design projects using current technology and standards. Includes interactive documents and experiences. Part II of II.

## PREREQUISITES AND/OR CO-REQUISITES

ART 121 or ART 131 Fundamentals of Design, ART 141 Typography, and ART 263 Interactive Design I

## GENERAL EDUCATION CORE COMPETENCIES SUPPORTED BY THIS COURSE

- Critical Thinking—A competent critical thinker evaluates evidence carefully and applies reasoning to decide what to believe and how to act.
- Cultural and Social Understanding—A culturally and socially competent person possesses an awareness, understanding, and appreciation of the interconnectedness of the social and cultural dimensions within and across local, regional, state, national, and global communities.
- Written Communication—A competent written communicator can use writing to communicate with others, resulting in understanding and being understood.

## COURSE LEARNING OUTCOMES

After completion of this course, students will be able to:

- Apply intermediate design theories and principles of interactive design
- Design and create interactive artifacts
- Exhibit the project management skills, strategies, and vocabulary needed for production of effective interactive projects
- Utilize design and production techniques using current technologies to produce interactive design projects

## TOPICS COVERED IN THE COURSE

- Intermediate graphic design concepts from the perspective of interactive functions
- Problem solving using interactivity as the solution
- Production techniques for interactive products
- Development of an interactive portfolio
- Understanding the sequential nature of interactivity
- Hierarchy in digital environments
- Developing a proficiency in functional navigational design
- Use of scripting and markup to create front-end web and interactive design
- Professionalism as applied to critiques and work presentation
- Development of research and technical problem solving skills for trouble-shooting different file types related to interactive design
- How the process of information architecture informs interactive design solutions

## DESCRIPTION OF ASSIGNMENTS

There will be four studio projects and ten exercises in this course. The activities in this class are designed so that, through their execution, you will:

- Become more comfortable with semantic markup and XHTML
- Become familiar with the technological requirements of delivering interactive work
- Learn about best practices for interactive production and file preparation
- Are able to articulate and execute effective layout in interactive design

## DESCRIPTION OF ASSESSMENTS

Your project grades will be determined by three factors:

Process—Idea generation and exploration, evaluation of ideas, verbal presentation of work and ideas, responding to constructive criticism

Realization—The quality of your ideas, the extent of exploration and experimentation, craftsmanship, validity, organization and presentation

Professionalism—Meeting of deadlines, contribution in critiques, respect for your work and that of others

Please see the attached grading rubric for an example of project grading criteria.

## GRADE CALCULATION

Your final grade in this course will be determined by averaging the following graded assignments:

## • Exercises (100 points)

There will be ten exercises in this course and each is worth ten points. Each exercise will be graded for validity and adherence to demonstrated best practices - additional exercises may be added as time allows

## • Participation (100 points)

Participation points are rewarded for participating in class critiques and discussions—there are sixteen critiques in this course and each is worth about 6.25 points

## • Projects (400 points)

There will be four studio projects during the course of the semester—each project is worth 100 points

## Course Schedule

The following course schedule may change due to the progression of the course. The course schedule may change at the discretion of the instructor—students will be notified verbally in class lecture when changes are to be made.

Week 1	Introduction, FTP assignments and review, home page setup Exercise 1: Photoshop tutorial Exercise 2: HTML review
Week 2	August 28, last day to add or change Project 1: Research and analysis critique Exercise 3: Image optimization review Exercise 4: CSS review
Week 3	September 6, last day to drop for refund Project 1: Proposal critique Exercise 4: CSS review Exercise 5: Readability classwork
Week 4	Project 1: Plan and sketches critique Exercise 5: Readability due Exercise 6: media query demonstration
Week 5	Project 1: Photoshop comps critique Exercise 6: Media Queries
Week 6	Project 1: Final presentation critique Project 2: Mood board critique
Week 7	Project 2: Sketches critique Exercise 7: Navigation
Week 8	Midterm evaluations Project 2: Final presentation critique Exercise 8: PSD to HTML
Week 9	Project 3: Mood board critique Exercise 9: LightBox 2.0
Week 10	Project 3: Style tile critique Exercise 10: CSS animation
Week 11	October 26, last day to withdrawal without penalty Project 3: Photoshop comps critique
Week 12	Project 3: Development
Week 13	Project 3: Final presentation critique & Project 4: Mood boards critique
Week 14	Project 4: Style tile and site diagram critique
Week 15	November 30, last day to resubmit assignments

## Project 4: Photoshop comps critique

Week 16 Project 4: Final presentation critique

## BLACKBOARD AND COURSE COMMUNICATION

I will make announcements and post materials to the course website and on the slack messaging app. I will send each of you an invite to the Slack class team. The website can be found at: <https://igarrenton.github.io/art264/>. Please be sure that you have accessed each of these resources.

I can be accessed outside of class time via email, or on Slack. In the event that I need to contact you via email, I will do so using your VCCS email address—please be sure to check it regularly. .

## Course Policies

## ATTENDANCE POLICY

All students are expected to be present and on time at all scheduled class and laboratory meetings. Instructors are not required to admit a student who arrives late to the classroom. A student who adds a class or registers after the first day of classes is counted absent from all class meetings missed.

If a student is absent more than 15 percent of scheduled instructional time, attendance may be defined as unsatisfactory. This calculation includes absences occurring during the add/drop period. See also the Withdrawal Policy in this syllabus for more information. Per the college's attendance policy, faculty has the right to develop a more stringent policy as well. Students who do not attend or participate in class by the deadline to drop for tuition refund may be deleted from the course.

Attendance is mandatory in this class. Tardy students are counted as absent. Students that leave early are counted as absent. Students that leave and return during class time, with the exception of assigned break times, are counted as absent. Students that are in adjoining rooms or computer labs while the class is in session in another room are counted as absent. After your fifth absence, I will drop or fail you without notice. Attendance policies are not negotiable. There is no such thing as an excused absence in this class. You have five absences, and that is all.

You are responsible for any information missed due to your absence—find a person in class that you can contact in the event that you cannot make it to a class to provide you with information about what you have missed.

## LATE WORK / MAKE-UP EXAM POLICY

As a practicing graphic designer, you will be expected to meet pressing and often unrealistic deadlines. The deadlines in this class can never accurately prepare you for the deadlines you will be expected to meet in real life. In order to prepare you for this eventuality, I do not accept late work. All work is due at the beginning of class unless otherwise stated. Assignments are expected to be completed and turned in on time and to specification. In digital classes this means that your work is properly uploaded or posted and ready to be presented and graded at the time the work is due.

## STATEMENT ON CLASSROOM BEHAVIOR

TCC is committed to maintaining a social and physical environment conducive to carrying out its education mission. Therefore, all members of the TCC community are expected to demonstrate standards for civility.

- Be moderate in speaking. Loud, obscene, argumentative, or threatening speech is disruptive to teaching and learning and is offensive to others. It has no place in an academic setting.
- Resolve any disagreements in a positive, non-combative manner. Request the assistance of college authorities if needed.
- Show respect for the comfort of others in an educational setting by observing acceptable standards for personal cleanliness and dress.

## ELECTRONIC DEVICES POLICY

Cell phones, pagers, and other communication devices are prohibited from use in classrooms, laboratories, and libraries, unless authorized by the appropriate faculty or staff. Although soundless communication devices such as cell phones and pagers are permissible in classrooms, college offices, and/or meeting rooms, they must not be answered during class.

During this course students are prohibited from making audio, video, digital, or other recordings during class, or selling notes to or being paid for taking notes by any person or commercial firm without the express written permission of the faculty member teaching the course.

**INCLEMENT WEATHER/EMERGENT HAZARDOUS CONDITIONS**

Tidewater Community College uses TCC Alerts to immediately contact and inform faculty, staff and students of a major crisis or emergency. TCC Alerts delivers important emergency alerts, notifications, and updates via:

- Email account (work, home, other)
- Cell phone
- Pager
- Smartphone/PDA (BlackBerry, Treo & other handhelds)

When an incident or emergency occurs, authorized senders will be instantly notified via TCC Alerts. TCC Alerts is a personal connection to real-time updates, instructions on where to go, what to do, or what not to do, who to contact, and other important information. New users may also register by sending a text message to 411912 keyword: TIDEWATER. To cancel the service, text TIDEWATER STOP to 411911.

**DISPOSITION OF CLASSES FOR EMERGENCY SHUTDOWN OF THE COLLEGE**

In the event of an emergency shutdown of the college, the president and her executive staff may elect to conclude the term in session if eighty-five percent or more of that term has been completed. If the term in session is concluded, faculty shall compute final grades of students based on coursework completed at that point.

**GRADE POLICY**

This course should challenge you—expect to spend about 10 hours per week outside of scheduled class time to complete assignments in a satisfactory manner. Design, in practice, is a collaborative profession driven by deadlines and attention to even the most miniscule detail—participation in class discussion and critique is both essential to your growth as a graphic design student and mandatory in this class.

This course uses the following grading scale:

**A 90–100 | Extraordinary Work**

Extra effort is evident on all class assignments. Student's work goes beyond the assignment. Student pursues concepts and techniques above and beyond the required work for the course. Student has excellent attendance and participation in class and all course work is turned in on time and to specification.

**B 80–89 | Superior Work**

Some extra effort is evident on all class assignments. Student pursues ideas and suggestions presented in class and completes assignments above the required expectations. Student has excellent attendance and participation in class and all course work is turned in on time and to specification.

**C 70–79 | Required Work**

Required effort is evident on all class assignments. Student demonstrates an ability to analyze and participate in class using information gained through demonstrations, lectures, reading, and individual study. Student has acceptable attendance and participation in class and most course work is turned in on time and to basic specification.

**D 60–69 | Poor Work**

Student produced less than the required work for the course. Student simply repeats information given in class mechanically and does not demonstrate required expectations for the course. Student has poor attendance and participation in class and course work is sometimes late and/or not prepared to specification.

**F 00–59 | Very Poor Work**

Student has failed to complete all or some of required work. Assignments are often completed with little effort or care. Student has poor or unacceptable attendance and participation in class and course work is often late and/or not prepared to specification.

Please feel free to discuss your standing in this course with me at any time during the semester. I will make every effort to notify students of lagging performance when it is appropriate.

Final grades are made available to each student within the Student Information System (SIS) now web delivered via MyTCC or SIS. Based on the progression of the course, the grade distribution for each assignment may change. However, if changes are made, I will notify students in a timely manner and in writing.

**PROJECT RESUBMISSION POLICY**

If you are unhappy with your grade on an assignment, you can resubmit a revised version for grade reconsideration once for each assignment. You have until November 30th to resubmit assignments if the following conditions have been met:

- You turned the initial assignment in on time (in digital classes, this means that you FTPd it successfully)
- You participated in the class critique of the assignment (if applicable)
- The assignment was completed according to the project brief

# Academic Policies

Students are responsible for being aware of the policies, procedures, and student responsibilities contained within the current edition of the TCC Catalog and Student Handbook. Students should familiarize themselves with the college's policies regarding misconduct and inclement weather found in the Student Handbook.

## WITHDRAWAL POLICY

Students who wish to withdraw without academic penalty should contact a counselor to determine the appropriate procedure. Withdrawals through completion of 60 percent of a session will result in a W grade. After 60 percent of a session is completed, a withdrawal will result in a grade of F in a credit course or a grade of U in a developmental course, except under mitigating circumstances that must be documented by the instructor and approved by the academic dean. Dynamic session classes have unique refund and withdrawal dates. Contact a campus Enrollment Services Office for more information, or visit [tcc.edu/students/calendar/academic](http://tcc.edu/students/calendar/academic).

A student who drops after the last day to withdraw does not receive a "W." He/she receives an "F," in which case there is both an academic and financial penalty. A student who withdraws by the deadline faces a financial penalty, but not an academic penalty.

- September 6, 2017    Deadline to drop for tuition refund
- October 26, 2017    Deadline to withdraw without academic penalty and to receive a grade of W for the course

## ACADEMIC INTEGRITY

TCC will expect students to demonstrate personal and academic integrity, to be open to new ideas, and to share in a community where individuals from diverse backgrounds and cultures help one another grow intellectually, socially, and personally.

TCC expects students to achieve, not just to get by. And while many caring and talented faculty and staff are here to help, students must take responsibility for their own learning. Students should strive for a high level of academic performance and to be responsible, contributing citizens within the college and in outside communities. Above all, TCC wants students to develop a love of learning that will last a lifetime, along with a life-long interest in maintaining emotional and physical wellness.

## STUDENT OUTCOMES ASSESSMENT REQUIREMENT

Work products submitted by students to fulfill course requirements may be used by the college to evaluate its academic programs and general education requirements. The professor may also use your work as part of her teaching portfolio.

## STATEMENT ON PLAGIARISM AND ACADEMIC MISCONDUCT

Academic misconduct includes, but is not limited to, the following actions: cheating on an examination or quiz—either giving or receiving information; copying information from another person for graded assignments; using unauthorized materials during tests; collaboration during examinations; buying, selling or stealing examinations; arranging a substitute for oneself during examinations; substituting for another person, or arranging such a substitution; plagiarism—the intentional or accidental presentation of another's words or ideas; collusion with another person or persons in submitting work for credit in class or lab, unless such collaboration is approved in advance by the instructor.

Faculty members who have reliable evidence of academic misconduct will (1) investigate the matter, and (2) review the facts of the matter and the proposed penalty with the appropriate academic dean. They may then take one or more of the following actions:

- Require the work to be accomplished again
- Give no credit for the test, paper, or exercise
- Assign a grade of F, U, or W for the course
- Refer the matter to the campus Dean for Student Services or designee for possible disciplinary sanction through the college's disciplinary procedure

If the faculty member chooses to refer the matter to the campus Dean for Student Services or designee for disposition, the Plenary Disciplinary Procedure shall be followed, and the student's dismissal from the college is a possibility.

## EDUCATIONAL ACCESSIBILITY

Students who have documented, diagnosed disabilities, and who need special accommodations for tests, etc., are advised to see the Educational Accessibility Disabilities Services staff in Student Services so that the instructor may be notified of what accommodations are appropriate in each case. Requests for accommodations should be made to the designated campus Educational Accessibility counselor at least 45 days before classes begin. Documentation must be provided to support the need for accommodations.

For assistance with disabilities, contact the campus Educational Accessibility Counselor/Provider or the Coordinator of Educational Accessibility Services: call 822-7752, visit Student Services/Development, or visit the Educational Accessibility webpage (URL provided in Important Websites section).

**EMERGENCY PROCEDURES**

In the event of a bomb threat, tornado, or fire, students and staff may be directed to evacuate the building or move to an internal assembly area location within the building. Evacuation routes are posted in each classroom. The map indicates the route to the nearest exit. Students should review the map to make sure that the exit routes for the building are clearly understood. The information regarding locations of the Emergency Assembly Areas and Internal Assembly Areas for all classrooms or spaces used on the various campuses is available on our Closings and Emergencies webpage (URL provided in Important Websites section). If you will require assistance during an evacuation, let your instructor know at the end of the first class.

## Student Success Resources

The following resources are available to TCC students. Visit the Student Handbook webpage for more information about student services and locations (URL provided in Important Websites section).

**LIBRARY**

A library is located at each TCC campus and at the Visual Arts Center. These libraries are intended for research and study, and they contain materials in print and digital format to support the courses, curricula, and mission of the college. The research materials include books, newspapers, magazines, journals, DVDs, streaming media and an extensive collection of indexes, abstracts and full-text databases. Faculty members may place materials on reserve in the libraries for their students. Visit the Library webpage for more information (URL provided in Important Websites section).

**ACADEMIC SUPPORT SERVICES**

Each campus provides various kinds of academic assistance. One-on-one tutoring, math and computer labs, and other forms of individual and group assistance may be available. Students can also find free help for writing, from short questions about commas and comma splices to a comprehensive review of research papers in progress, in the Writing Centers.

**ONLINE HELP DESK**

Visit the following website for Blackboard support: [web.tcc.edu/academics/learningtechnologies/support.html](http://web.tcc.edu/academics/learningtechnologies/support.html)

**IMPORTANT WEBSITES**

- College Website: [tcc.edu](http://tcc.edu)
- Closings and Emergencies: [tcc.edu/closings-emergencies](http://tcc.edu/closings-emergencies)
- Blackboard and Student E-mail: [tcc.my.vccs.edu/jsp/home.jsp](http://tcc.my.vccs.edu/jsp/home.jsp)
- Educational Accessibility: [tcc.edu/student-services/personal-support/students-disabilities](http://tcc.edu/student-services/personal-support/students-disabilities)
- Student Handbook: [web.tcc.edu/student-handbook](http://web.tcc.edu/student-handbook)
- TCC Catalog: [tcc.edu/academics/catalog](http://tcc.edu/academics/catalog)
- Class Schedule: [m.sis.vccs.edu/index.php/app/catalog/classSearch?institution=TC295](http://m.sis.vccs.edu/index.php/app/catalog/classSearch?institution=TC295)  
(or log-in to SIS for current course offerings)
- Academic Calendar: [tcc.edu/students/calendar/academic](http://tcc.edu/students/calendar/academic)
- eLearning Resources: [web.tcc.edu/academics/elearning](http://web.tcc.edu/academics/elearning)
- For current financial aid information and assistance, visit:  
[tcc.edu/paying-for-tcc/financial-aid](http://tcc.edu/paying-for-tcc/financial-aid) or [studentaid.ed.gov](http://studentaid.ed.gov)
- Library: [tcc.edu/library](http://tcc.edu/library)

## TCC Security Procedures

### VISUAL ARTS CENTER STUDENT ACCESS CONTROL

Students are required to present and scan their identification cards at the security desk when entering the Visual Arts Center. A two week grace period has been established in order to accommodate new students to the college who have not had an opportunity to obtain student identification. During this grace period, information will be provided regarding expectations for student entrance to the VAC and students who do not have a TCC identification card will be required to sign-in using forms retained by the site supervisor for documentation.

The Visual Arts Center will notify students of the identification card procedure by including the information in all course syllabi, through information at the security desk, on electronic boards, and email using the current listserv usually available in the third week of the semester.

At the start of week three, all students will be required to present student identification cards at the security desk. Students who do not have their card will sign-in using an individualized sign-in form, which will be forwarded to the Director of the Visual Arts Center for her attention. Students who fail to produce their identification cards, and are not identified as students by security, will be required to provide a picture ID. Students who fail to provide a student identification card three or more times will be subject to the student code of conduct sanctions through the Director of the Visual Arts Center and the Portsmouth Campus Dean of Students.

# ART 264

SECTION N018

Interactive Design II

Fall 2017 | T & R 6:30-9:20 | Room 302

NAME  
Example Person

ASSIGNMENT  
Project 1

## EVALUATION

### PROCESS

	A	B	C	D	F	N/A
Research			X			
Concept		x				
Motivation		X				

### REALIZATION

	A	B	C	D	F	N/A
Visual Organization		x				
Communication			X			
Typography		x				
Craft	x					
Drawing/Illustration						x
Kinetics						x
Photography		X				

### PROFESSIONALISM

	A	B	C	D	F	N/A
Verbalization	x					
Participation		X				
Collaboration						x

## COMMENTS

This piece could be pushed further conceptually—perhaps more research will help. Look for ways to improve visual organization, typography (appropriateness should be addressed—handwriting typefaces are the mark of an amateur and are sure to be a stain on your portfolio), and communication (message could be made more clear). You could improve future grades by participating during class critiques—mid-project critique could have helped you to resolve most of the issues mentioned above before the final deadline—remember, design is almost always a collaborative process in the real-world—you should seek the feedback of your peers and mentors as often as possible.

FINAL  
GRADE: (B)85points