

PARSONS THE NEW SCHOOL FOR DESIGN

Core Interaction Spring 2015

STUDIO

PUCD 2125 CRN 6576 Section D

2 West 13th St. #801

Tue, Thu 7:00 – 9:40pm*

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LAB

PUCD 2126 CRN 6576 Section D

63 Fifth Ave #306

Mon 7:00 – 9:40pm*

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TA

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CLASS WEBSITE

<http://jacobheftmann.com/ci-sp15/>

*Office Hours by appointment only

CLASS DESCRIPTION

Lab

This course serves as a complement to Core Studio Interaction. The assignments are built to work in tandem with the projects students are developing in the studio class. The lab is designed around a series of small workshops that teach beginning and intermediate interaction design through a hands-on engagement with HTML and CSS.

Studio

This course exposes students to thorough and elaborate interactive concepts and techniques for applications. It is an extensive investigation in the interface, the mechanism, the controls and the aims of interactive works. Students will learn how to design and develop complex interactive projects and understand how to undertake a comprehensive research and direct their thinking process from brainstorming to final outcome. They will be given the tools to conceive, plan and develop an interactive system and they will become aware of the importance of their role in the development of interactive media.

LEARNING OUTCOMES

At the completion of this course, you will be able to:

Think like a designer

- Understand the iterative process in interaction design.
- Develop thoughtful experiences that champion content & concept
- Create screen-based designs that are sympathetic to usability and user goals
- Combine creativity with technical proficiency to solve problems
- Understand the role of typography, color & other design principles within the interactive systems

Equip yourself as a designer

- Work with other designers and developers to implement solutions
- Be comfortable approaching basic programming challenges
- Have the skills necessary to design and build simple websites
- Archive your work for future use in a portfolio or as a functioning website

Talk like a designer

- Be conversant in basic concepts and terminology of designing and building interactive experiences
- Be able to contextualize your own work historically and what's current
- Offer substantive critique of similar projects

CALENDAR

Week 01

~~1/26 Lab: Introduction~~ *Class Cancelled (Snow Day)*

~~1/27 Studio: What is Interaction Design?~~ *Class Cancelled (Snow Day)*

1/29 Studio: What is Interaction Design?

Week 02

2/2 Lab: Introduction, tools, and process

2/3 Studio: Discovery - Design Research | Assignment - Discovery 1 due

2/5 Studio: Discovery - Synthesis | Assignment - Discovery 2 due

Week 03

2/9 Lab: Discovery 1 & 2 Lab due

2/10 Studio: Discovery - Competitive Analysis | Assignment - Discovery 3 due

2/12 Studio: Discovery - Expressing Concepts | Assignment - Discovery 4 due

Week 04

2/16 Lab: No Class (President's Day)

2/17 Studio: Work Session - Discovery 5 Check-in | Assignment - Toolbox 1 due

2/19 Studio: Foundation - Wireframing | Assignment - Discovery 5 due

Week 05

2/23 Lab: Toolbox 1 and Discovery 5 Lab due

2/24 Studio: Foundation - Types of Prototyping | Assignment - Toolbox 2 due

2/26 Studio: Foundation - User Testing | Assignment - Foundation 1 due

Week 06

3/2 Lab: Foundation 1 Lab due

3/3 Studio: Foundation - Evaluation (Work session - prototyping?)

3/5 Studio: Foundation - Iteration | Assignment - Foundation 2 due

Week 07

3/9 Lab: Foundation 2 Lab due

3/10 Studio: Design - Be Inspired/Moodboard | Foundation 3 due

3/11 Studio: Work Session - Foundation 4 Design Check-in

Week 08

3/16 Lab: Foundation 4 Lab check-in

3/17 Studio: Midterm Crit I

3/19 Studio: Midterm Crit II

Spring Break

3/23 Lab: No Class

3/24 Studio: No Class

3/26 Studio: No Class

Week 09

3/30 Lab: Toolbox 3 Lab due

3/31 Studio: Design - Design Principles | Assignment - Toolbox 3 due

4/2 Studio: Design - Typography & Color | Assignment - Design 1 due

Week 10

4/6 Lab: Design 1 Lab due

4/7 Studio: Design - Visual Design | Assignment - Design 2 due

4/9 Studio: Work Session - Visual Design | Assignment - Design 3 check-in

Week 11

4/13 Lab: Design 2 Lab due

4/14 Studio: Mobile - Intro, Human Interface Guidelines | Assignment - Design 3 due

4/16 Studio: Mobile - Designing Language for Mobile | Assignment - Toolbox 4 due

Week 12

4/20 Lab: Design 3 Lab due

4/21 Studio: Mobile - Design Flows | Assignment - Mobile 1 due

4/23 Studio: Mobile - User Journey & Storyboarding

Week 13

4/27 Lab: Mobile 1-4 Lab due

4/28 Studio: Work Session - Storyboarding | Assignment - Mobile 2 due

4/30 Studio: Mobile - Design Execution | Assignment - Mobile 3 due

Week 14

5/4 Lab: QA

5/5 Studio: Work Session - Mobile Design | Assignment - Mobile 4 Check-in

5/7 Studio: How to Put it All Together | Assignment - Mobile 4 due

Week 15

5/11 Lab: Launch Day – Final project due

5/12 Studio: Work Session - Final Project Check-in

5/14 Studio: Final Crit

ASSIGNMENTS

There are 3 big buckets of assignments - Toolbox, Strategic, and Final.

Toolbox assignments are meant to be quick (aim to spend no more than 2~3hrs) and functional. These projects will literally build up your designer's toolbox and help jumpstart your strategic design projects.

Strategic assignments are small & large exercises that builds up to the final. Each student will be assigned to a group to work together in all of the exercises under the chosen theme.

Final project is how everything will be cohesively tied together into a presentation.

Lab

Lab assignments will track closely to Studio assignments: Lab is where you will learn implement your designs from Studio. Individual lab assignments will be posted on the class website.

Toolbox and Strategic Lab assignments will be due at the end of each class. The Final project will be the culmination of these tasks and is due at the end of the semester. All assignments will be handed in via Github and/or FTP.

Studio

Due dates for each project is noted in the calendar.

Accompanying reading assignments will be noted (& emailed) throughout the semester.

All projects should be submitted on each student's Tumblr page. (Even if the Strategic and Final projects are done in groups, each student is responsible for individual documentation).

Below are how projects are further broken down:

Toolbox Assignments

- Toolbox 1: Sitemap of an existing site
- Toolbox 2: Wireframe of an existing page
- Toolbox 3: Create grids for screen sizes 1280, 1024, 768, 320
- Toolbox 4: Usability audit of an existing mobile app

Strategic Assignments

- Discovery 1: Define the Problem
- Discovery 2: Design Research
- Discovery 3: Design Synthesis
- Discovery 4: Competitive Analysis
- Discovery 5: Concept Proposal
- Foundation 1: Wireframes

- Foundation 2: Prototype
- Foundation 3: User Testing Evaluation & Iteration
- Foundation 4: Design Proposal
- Design 1: Design Principles
- Design 2: Design Guidelines
- Design 3: Visual Design
- Mobile 1: Mobile Design Guidelines
- Mobile 2: Mobile Design Flows
- Mobile 3: User Journey Storyboard
- Mobile 4: Mobile Design

Final Presentation

Pull together a presentation that best tells the story of the products designed - from the research, insights, concepts, prototypes to desktop and mobile evolution.

Late work

Late work will not be accepted. If you must miss a class, make sure you can upload your work outside the classroom anytime before the end of class.

Work not turned in by the end of each class should still be completed, as it will be important to the Midterm and Final projects.

Revisions

Revisions will be accepted until the end of the term. Revisions will not change the assignment's original grade, but since the weekly assignments will comprise the Midterm and Final projects it is still in your best interest to iterate on your work.

GRADING

Lab

Criteria

Design-driven

Does it accurately represent the designs? Does it contribute to or improve the designs?

Robustness

Is the code largely free of errors? Are all platforms, browsers, and devices considered?

Elegance

Is the code neat? Is it readable? Is it organized? Can it grow and scale?

Breakdown

Attendance & Class Participation: 20%

Toolbox projects: 20%

Strategic projects: 40%

Final presentation: 20%

Studio

Criteria

Process-driven

Is your current step of the design backed by your previous step(s)? Are you exploring multiple solutions to the problem?

Concept

Is it a thoughtful solution based on research and synthesis? Is it meaningful to the users? Does it pursue authenticity?

Craft

Are you paying attention to typographic, compositional, and coding details?

Presentation

Are you communicating clearly the key ideas and insights through verbal, written, design and development executions?

Breakdown

Attendance & Class Participation: 20%

Toolbox Assignments: 20%

Strategic Assignments: 40%

- Discovery - 10%
- Foundation - 10%
- Design - 10%
- Mobile - 10%

Final Presentation: 20%

Scale

A Work of exceptional quality, which often goes beyond the stated goals of the course

A- Work of very high quality

B+ Work of high quality that indicates substantially higher than average abilities

B Very good work that satisfies the goals of the course

B- Good work

C+ Above-average work

C Average work that indicates an understanding of the course material; passable

C- Passing work but below good academic standing

D Below-average work that indicates a student does not fully understand the assignments;

Probation level though passing for credit

F Failure, no credit

W The grade of W may be issued by the Office of the Registrar to a student who officially withdraws from a course within the applicable deadline. There is no academic penalty, but the grade will appear on the student transcript. A grade of W may also be issued by an instructor to a graduate student (except at Parsons and Mannes) who has not completed course requirements nor arranged for an Incomplete.

WF The grade of WF is issued by an instructor to a student (all undergraduates and all graduate students) who has not attended or not completed all required work in a course but did not officially withdraw before the withdrawal deadline. It differs from an "F," which would indicate that the student technically completed requirements but that the level of work did not qualify for a passing grade. The WF is equivalent to an F in calculating the grade point average (zero grade points), and no credit is awarded.

I The grade of I, or temporary incomplete, may be granted to a student under unusual and extenuating circumstances, such as when the student's academic life is interrupted by a medical or personal emergency. This mark is not given automatically but only upon the student's request and at the discretion of the instructor. A Request for Incomplete form must be completed and signed by student and instructor. The time allowed for completion of the work and removal of the "I" mark will be set by the instructor with the following limitations: Work must be completed no later than the seventh week of the following fall semester for spring or summer term incompletes and no later than the seventh week of the following spring semester for fall term incompletes. Grades of "I" not revised in the prescribed time will be recorded as a final grade of "WF" by the Office of the Registrar.

RESOURCES

Reading

There will be some required reading assigned during the term. It will be posted on the class website in its corresponding week. It will mostly be articles available online; some will be about technical topics, and some will be concerned with larger questions about design and technology. Below are some recommendations:

Universal Principles of Design (Oka; Weatherhill)
How to Wrap Five Eggs (Lidwell, Holden, Butler; Rockport)
Don't Make Me Think: A Common Sense Approach to Web Usability (Krug; New Riders)
Designing Interactions (Moggridge; The MIT Press)
[Sketching User Experiences \(Buxton; Morgan Kaufmann\)](#)
Communicating Design (Brown; New Riders)
On Web Typography (Santa Maria; A Book Apart)
[Wicked Problems: Problems Worth Solving \(Kolko; ac4d\)](#)

POLICIES

This course serves as a complement to Core Studio Interaction. The assignments are built to work in tandem with the projects students are developing in the studio class. The lab is designed around a series of small workshops that teach beginning and intermediate interaction design through a hands-on engagement with HTML and CSS.

Responsibilities

Students are responsible for all assignments, even if they are absent. Late assignments, failure to complete the assignments for class discussion and/or critique, and lack of preparedness for in-class discussions, presentations and/or critiques will jeopardize your successful completion of this course.

Participation

Class participation is an essential part of class and includes: keeping up with reading, assignments, projects, contributing meaningfully to class discussions, active participation in group work, and coming to class regularly and on time.

Attendance

Parson's attendance guidelines were developed to encourage students' success in all aspects of their academic programs. Full participation is essential to the successful completion of coursework and enhances the quality of the educational experience for all, particularly in courses where group work is integral; thus, Parsons promotes high levels of attendance. Students are expected to attend classes regularly and promptly and in compliance with the standards stated in this course syllabus.

While attendance is just one aspect of active participation, absence from a significant portion of class time may prevent the successful attainment of course objectives. A significant portion of class time is generally defined as the equivalent of three weeks, or 20%, of class time. Lateness or early departure from class may be recorded as one full absence. Students may be asked to withdraw from a course if habitual absenteeism or tardiness has a negative impact on the class environment.

Whether the course is a lecture, seminar or studio, faculty will assess each student's performance against all of the assessment criteria in determining the student's final grade.

Blackboard

Use of Blackboard may be an important resource for this class. Students should check it for announcements before coming to class each week.

Delays

In rare instances, I may be delayed arriving to class. If I have not arrived by the time class is scheduled to start, you must wait a minimum of thirty minutes for my arrival. In the event that I will miss class entirely, a sign will be posted at the classroom indicating your assignment for the next class meeting.

Electronic Devices

The use of electronic devices (phones, tablets, laptops, cameras, etc.) is permitted when the device is being used in relation to the course's work. All other uses are prohibited in the classroom and devices should be turned off before class starts.

Academic Honesty & Integrity

The New School views "academic honesty and integrity" as the duty of every member of an academic community to claim authorship for his or her own work and only for that work, and to recognize the contributions of others accurately and completely. This obligation is fundamental to the integrity of intellectual debate, and creative and academic pursuits. Academic honesty and integrity includes accurate use of quotations, as well as appropriate and explicit citation of sources in instances of paraphrasing and describing ideas, or reporting on research findings or any aspect of the work of others (including that of faculty members and other students). Academic dishonesty results from infractions of this "accurate use". The standards of academic honesty and integrity, and citation of sources, apply to all forms of academic work, including submissions of drafts of final papers or projects. All members of the University community are expected to conduct themselves in accord with the standards of academic honesty and integrity. Please see the complete policy in the Parsons Catalog.

It is the responsibility of students to learn the procedures specific to their discipline for correctly and appropriately differentiating their own work from that of others. 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 from the university, or dismissal from the university.

Disability

In keeping with the University's policy of providing equal access for students with disabilities, any student with a disability who needs academic accommodations is welcome to meet with me privately. All conversations will be kept confidential. Students requesting any accommodations will also need to meet with Jason Luchs in the Office of Student Disability Services, who will conduct an intake, and if appropriate, provide an academic accommodation notification letter to you to bring to me. SDS assists students with disabilities in need of academic and programmatic accommodations as required by the Americans with Disabilities Act of 1990 (ADA) and Section 504 of the Federal Rehabilitation Act of 1973.

<http://www.newschool.edu/student-services/disability/>.