

VCD 1351A : Foundation in 5D Design : Spring 2019

California State Polytechnic University, Pomona		Art Department	
5D User Experience - Interaction Design (UX/UI)		M W: 3:00PM - 5:50PM	Room 1235 Bldg 13
PREPARED BY	Tammy Le Phillips	OFFICE HOURS	
	le_t_create@yahoo.com	In-person	Online
	(909) 767 - 9995	M W: 5:55PM - 6:15PM	Tu: 1:00PM - 1:45PM
COURSE DESCRIPTION:		PREREQUISITES: None	
<p>An introduction to and exploration of 5D Interaction Design, User Experience and User Interaction (UX/UI) and application to screen-based media, technology, and acuity with an understanding of linear and non-linear sequencing. Technical knowledge will include traditional technology within the field, including web publishing platforms, prototyping tools, basics of HTML coding, CSS, web development software, app development software and image editing applications.</p>			
EXPECTED OUTCOMES:			
<ul style="list-style-type: none">• Identify basic terminology and principles associated with interactive screen-based design• Demonstrate and apply basic studio skills and understanding of interaction design methodologies• Develop thought provoking linear and non-linear visual communication through concept sketches, storyboards, flow charts, and technical problem-solving within the web environment.• Demonstrate constructive use of and sensitivity to, typography and image and interactivity within the linear and nonlinear environment.• Translate the basic principles of graphic design into electronic mediums including typography, image, form, color, contrast, design processes, and design methodology.• Demonstrate knowledge of interactive technology and its limitations and potential for visual communication design.• Recognize and apply pre-design research and post-design analysis when dealing with interactive concepts and technical problem solving			
EXPECTED OUTCOMES:			
<p>Students’ skills are evaluated by process and documentation of that process, participation in critiques and demonstrations, and completed projects on the basis of idea/concept, originality, execution, and craftsmanship and understanding of the medium. Acquired knowledge is also evaluated by exams and a writing component. Student professionalism is evaluated by a scholarly code of ethics and attitude, attendance, studio work habits, and preparedness.</p> <p>The final evaluation of work will involve more than totaling the grades on individual projects and/or determining that all assignments have been completed. Faculty will be assessing abilities in realizing concepts and controlling the visual elements of art and design. Therefore, the mastery of increasingly complex material is a key component of evaluation. Instructors are encouraged to exhibit students’ work and/or solicit feedback from other instructors in assessment of whether objectives have been met.</p>			

REQUIRED TEXT AND READINGS
<ul style="list-style-type: none"> • Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics ISBN-13: 978-1449319274 ISBN-10: 1449319270 • Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) ISBN-13: 978-0321965516 ISBN-10: 9780321965516
RECOMMENDED
<ul style="list-style-type: none"> • Adobe XD CC Classroom in a Book (2018 release) 1st Edition • Beaird, Jason. The Principles of Beautiful Web Design. Collingwood, Australia: SitePoint Pty., 2007. • Duckett, Jon. HTML & CSS: Design and Build Websites. Wiley, 2011. • Duckett, Jon. Javascript and JQuery: Interactive Front-End Web Development. Wiley, 2014. • Miller, Brian G. Above the Fold: Understanding the Principles of Successful Web Site Design. Cincinnati, Ohio: HOW Books, 2011. • McNeil, Patrick. The Web Designer's Idea Book: The Ultimate Guide to Themes, Trends, and Styles in Website Design. Cincinnati, Ohio: HOW Books, 2008. • Zeldman, Jeffrey. Designing with Web Standards. Indianapolis, IN: New Riders, 2003. <p>FURTHER READING MAY BE REQUIRED FROM THE FOLLOWING:</p> <p> https://stackoverflow.com https://codepen.io http://www.alistapart.com http://www.lynda.com http://webmonkey.com Print, Communication Arts, HOW Magazine, Graphis, Eye Magazine, Step-by-Step </p>
MINIMUM STUDENT MATERIALS
Sketchbook, pencils, pens, markers (color and black), x-acto knife, tape, and other basic graphic design tools (ruler, dry adhesive, mat board, self-healing cutting mat) laptop computer with Adobe Creative Suite, access to color output, back-up device, and internet access.
MINIMUM COLLEGE FACILITIES
A 24-station smart classroom that is sufficiently lit, with critique board, digital projector with a projector screen, flat tables, stools, laptop power supply and wi-fi.
INSTRUCTIONAL METHODS
Lecture, group discussion, online discussion boards, demonstrations/tutorials, audiovisual materials, professional examples provided via internet access, required reading, and critiques of student work are primary means of formal instruction. Supervised and unsupervised lab work is required.
ATTENDANCE
Each absence without proper note= -10 final points. Excessively late/take off early (2 trades = 1 absence = -10 final points). After 3 absences (with or without notes) you will receive WU as final grade.

COURSE OUTLINE

Emphasis is on aesthetic, communicative or expressive images and sequencing of interaction design produced using the personal computer and peripheral devices and on designing for the virtual environment.

A) Intro to Interaction Design

1. Linear and nonlinear communication–Sequencing for the static or narrative environment.
2. Structure and visual communication–Contextual arrangement of content.
3. Methodology and design principals–Content, context

B) Design for the Screen

1. HTML (Syntax, DocType, tags or elements)
2. Cascading Style Sheets CSS (inline, embedded, external, how and why to use)
3. Site Structure (directory structure, file paths, File Transfer Protocol FTP)
4. Best Practices (validation, accessibility, standards)
5. The basics of image preparation, typography and file saving for the screen.
6. Principals of visual communication for interactive environments utilizing flowcharts, storyboards and prototyping tools.

C) Sequencing and Application

1. Leading edge HTML editing software–Pragmatics and execution.
2. Conceptual and formal principals–Compatibility
3. Post design analysis–Beta testing, Critical Thinking.

ANTICIPATED SCHEDULE

W1 - W4	<ul style="list-style-type: none"> • UX / Design Thinking • Empathy & Users 	<ul style="list-style-type: none"> • User Centered Research • UX Interviewing 	<ul style="list-style-type: none"> • Foundation in System Thinking • Decision Mapping Prototyping
W5 - W10	<ul style="list-style-type: none"> • Typography, Colors • Usability & UI Iterations • Photoshop 	<ul style="list-style-type: none"> • Images, Iconography • User Interface & Interaction • Illustrator 	<ul style="list-style-type: none"> • Continuity & Branding in UX & UI • Interactive Wireframes • Adobe XD
W6 - W15	<ul style="list-style-type: none"> • HTML • Media Queries 	<ul style="list-style-type: none"> • CSS • JavaScript 	<ul style="list-style-type: none"> • Bootstrap • jQuery

ASSIGNMENTS		GRADING SCALE	FAIL: 45-0		
30	1) User Research + Prototype	Outstanding		A: 100-96	A-: 95-91
30	2) User Interface + Interactive Designs	Better than average	B+: 90-86	B: 85-81	B-: 80-76
30	3) Website Designs	Average	C+: 75-71	C: 70-66	C-: 65-61
10	4) Class + Group Participation	Lower than average	D+: 60-56	D: 55-51	D-: 50-46

STUDENT SHEET			
PHOTO	FULL NAME	CONTACT INFO	BRONCO ID
	Firstname:	Email:	
	Lastname:	Phone:	

SKILLS ASSESSMENT					
On a scale from 1 to 10, how would you rate your skills in these programs and languages?	PHOTOSHOP	ILLUSTRATOR	ADOBE XD	HTML	CSS

ATTENDANCE															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Mon															
Wed															

Your signature:

Date:

1. Provide true/correct student infomation
2. Agree with the syllabus

Student must return this form with all requested information completed on the 2nd day of class meeting, no exceptions.