

Welcome!

This is Core 1: Interaction!

DISCUSSION

Course Overview

GROUP ACTIVITY

Community Agreement

BREAK

Reset

LECTURE

Product Design? UX? UI?

GROUP ACTIVITY

Good Design vs. Bad Design

CLOSING

Recap, Q&A, Homework

Course Overview

LECTURE

This class is all about designing
for and within a digital context.

This class has two tracks.

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Product Design
(Tuesdays)

Code
(Fridays)

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Product Design
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Code
(Fridays)

Track Structure (Product Design)

HOMEWORK

Weekly assignments that build into larger assignments

ASSIGNMENTS

Four major assignments:

1. Product Concept & Research
2. Information Architecture
3. Wireframing & Prototyping
4. Visual Design

These four assignments then culminate into a final project.

READING & VIDEO RESPONSES

Occasionally assigned

PARTICIPATION

In-class and Canvas discussions

Before Class (Product Design)

- Complete homework and assignments
- Complete and comment on readings/
lectures in Canvas if assigned

In Class (Product Design)

- In-class demos & workshops
- Class discussions
- Group critiques on major assignments
- Small-group discussions/critiques
- Individual meetings

Syllabus

The syllabus schedule is subject to change throughout the course of the semester based on the pace we move in class but should remain largely intact.

Pro-tip: you can toggle between different tracks!

https://niktari.notion.site/Core-1-Interaction-Syllabus-07cebead79314e0e91e0a8a3e09bb174

Core 1: Interaction Syllabus

Search ... | Try Notion

Weekly Schedule

The schedule may be subject to change over the course of the semester.

Tip: Toggle between different tabs to view the schedule by track!

Core Interaction Product Design Track Code Track

Date	Track	Topic/Activity	Unit	Assignment Due
08/29/2023	Product Design	Course Intro, Product Design Overview	Product Concept & Research	Bookmark Site
09/01/2023	Code	Design & Code Overview, Intro to HTML	HTML	Download Software
09/05/2023	Product Design	Interviews & Personas	Product Concept & Research	Product Proposal
09/08/2023	Code	Intro to CSS	CSS	Class Portal HTML Recipe
09/12/2023	Product Design	User Flows & Competitive Analysis	Product Concept & Research	User Interviews (9) & Personas (3)
09/15/2023	Code	Spacing & Positioning	CSS	Web Posters
09/19/2023	Product Design	Information Architecture, Site Map, Nav	Product Concept & Research	User Flows (3) & Competitive Analysis
09/22/2023	Code	Hovering, Transitions, Nested Targeting	CSS	Web Posters Spacing & Positioning Worksheet
09/26/2023	Product Design	Sketching & Wireframes	Wireframing & Prototyping	Product Concept & Research Summary
09/29/2023	Code	Responsiveness & Media Queries	CSS	Web Posters Hovering Worksheet
10/03/2023	Product Design	Grids & Responsiveness	Wireframing & Prototyping	Wireframe Sketches
10/06/2023	Code	Grids & Flexbox	CSS	Responsive Web
10/10/2023	Product Design	Prototyping & Testing	Wireframing & Prototyping	Desktop Wireframes
10/13/2023	Code	CSS Animations	CSS	Responsive Web
10/17/2023	Product Design	Guest Lecture (TBD)	N/A	Desktop & Mobile Wireframes
10/20/2023	Code	HTML & CSS Basics	HTML CSS	Responsive Web Animation Worksheet

Class Site

Bookmark our class site!

This is another hub where lectures, resources, and assignments will be posted. I tend to post the lesson plan in advance here.

For the Code track, student websites will also be linked out from here.



Canvas

Readings, discussions, and assignments will also be posted here.

Please post your discussion responses and upload your assignments here.

Pro-tip: Use the Modules page on Canvas to see an overview of each week. I find that this is the easiest way to navigate.

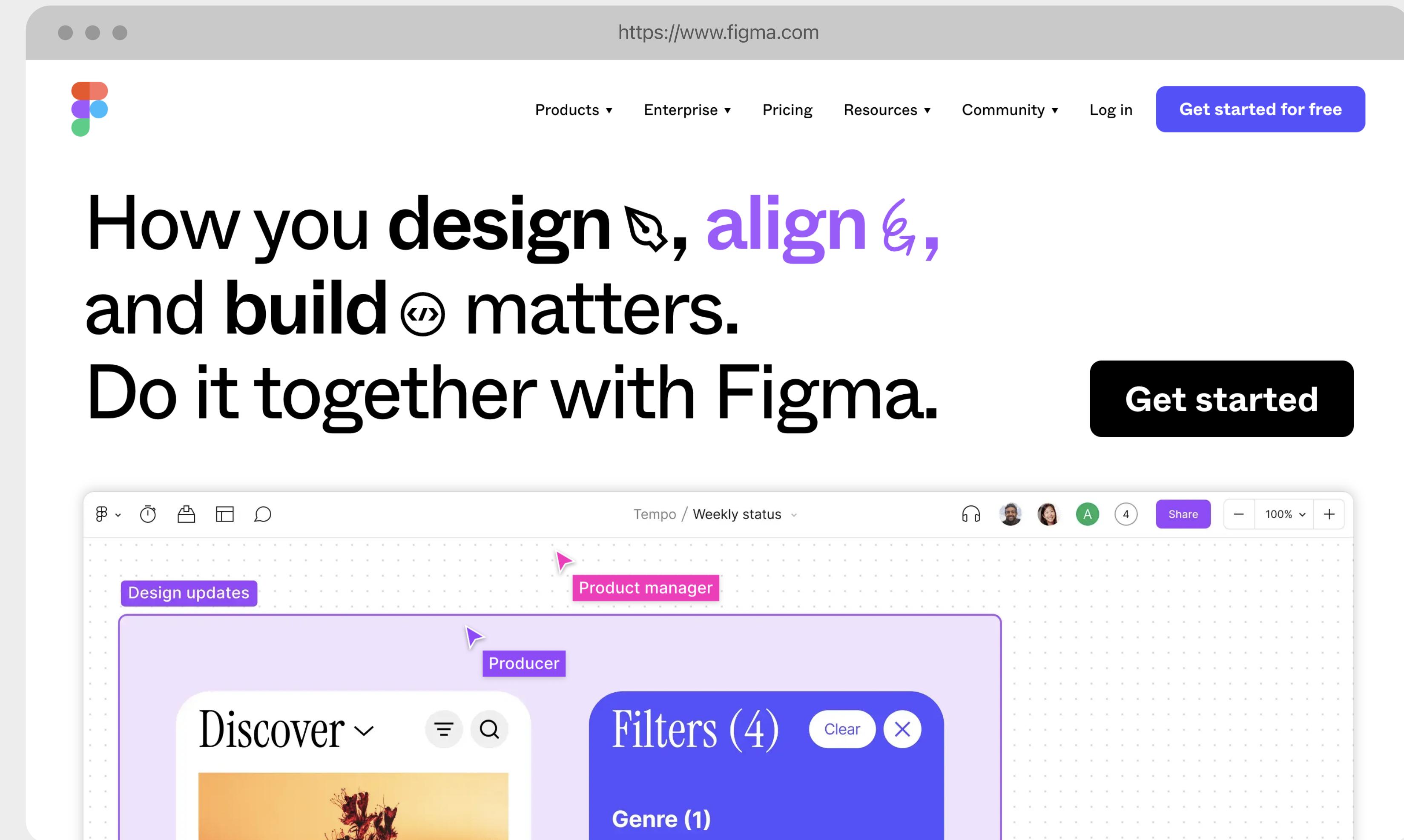
The screenshot shows the Canvas course interface for "Core 1: Interaction.B.Fa23". The URL https://canvas.newschool.edu/courses/1718144 is visible at the top. The left sidebar includes links for Account, Fall 2023, Home, Assignments (which is selected), Discussions, Courses, Calendar, Pages, Files, Inbox, History, Get Help, Modules, Collaborations, Course Reserves, Starfish, Canvas How Tos, Learning Portfolio, Attendance, Research Guide, and Credentials. The main content area features a large orange background with a black pixelated graphic of a stylized figure or face. Below the graphic, the text "Hello, Core 1: Interaction! 🌟" is displayed. A section titled "About Your Instructor" contains the following text: "My name is [Nikki Makagiansar](#) (she/her), and I'll be your instructor for this fall semester. I'm a designer and developer based in New York City who creates type-driven identity systems and websites. Previously, I was a designer at Pentagram, where I worked under partner Giorgia Lippi to develop data-driven and algorithmic identities. I'm also a member of The New Museum's NEW INC, a museum-led incubator for art, technology, and design." At the bottom, a small note reads: "And most importantly, I'm a graduate of the AAS Communication Design program myself. I am here to teach, but..." On the right side, there are three buttons: "View Course Stream", "View Course Calendar", and "View Course Notifications". A "To Do" section lists a task: "Week 1: Homework" for "Core 1: Interaction.B.Fa23" with a due date of "Sep 5 at 11:59pm".

Figma

We will use Figma and FigJam for design and whiteboarding.

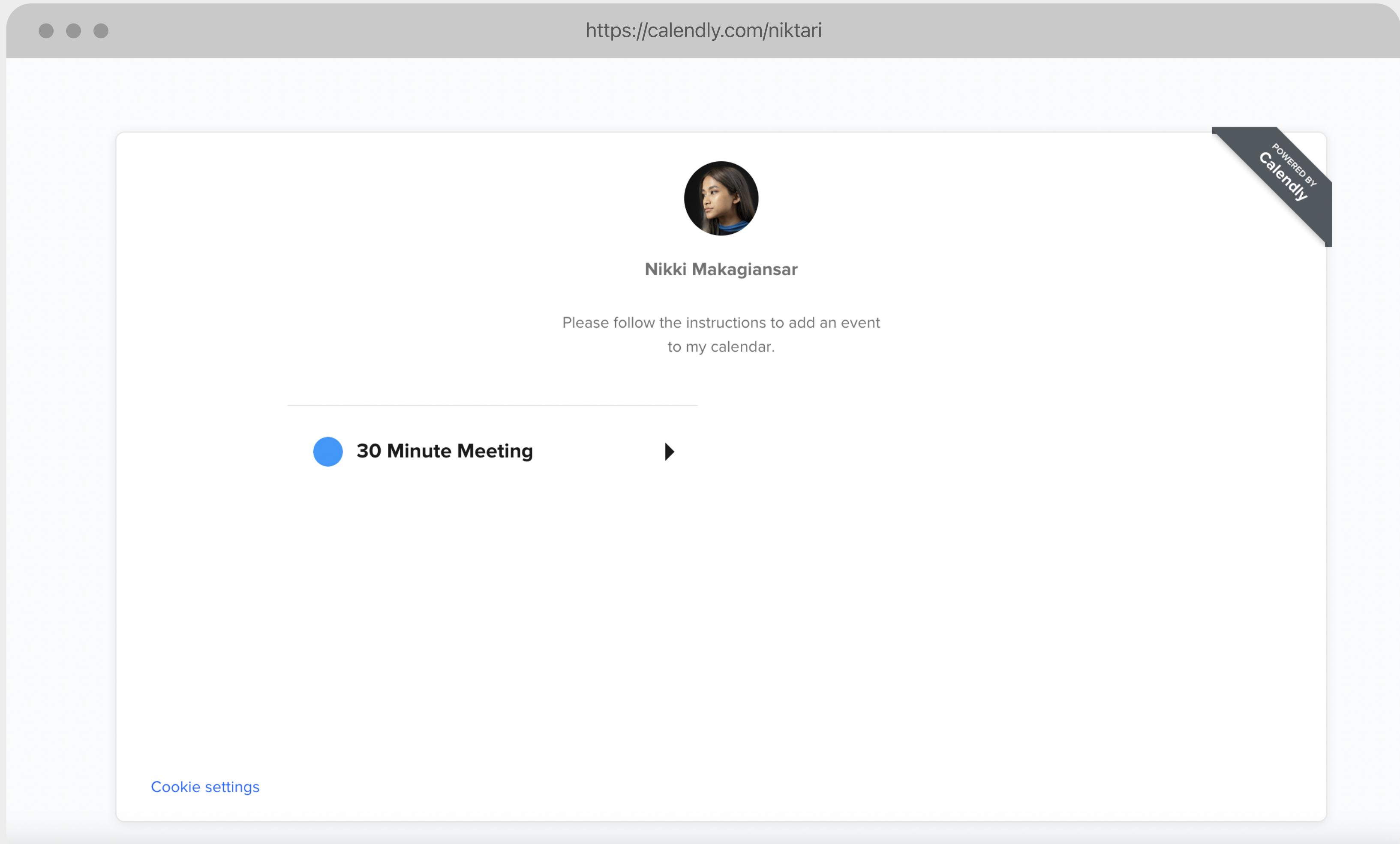
Please sign up for a free educational Figma account using your New School email address.

You should use software designed for digital design throughout the course.



Office Hours

If you need to meet with me outside of class, please email me directly to share context about our meeting, and book a 30-minute slot on my Calendly.



Class Rules & Expectations

GROUP ACTIVITY

Class Rules & Expectations

Community Agreements

Community agreements, otherwise known as a code of conduct, are co-written statements that guide how members of a classroom community aspire to work and interact with each other.

You know yourselves best—as learners, as people, and as participants in the space.
And I'm curious about what you value.

We will base our norms and expectations from there.

Today's focus:

Product Design
(Tuesdays)

Code
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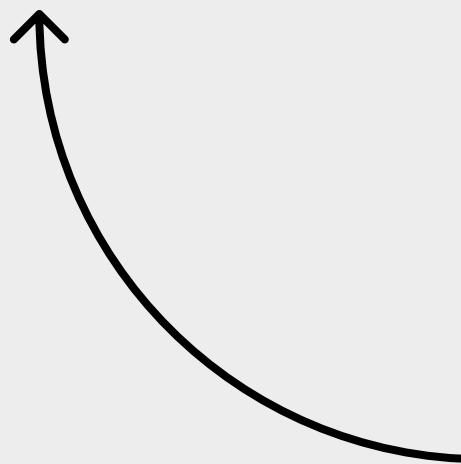
What are we doing here?

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We will be creating a digital product for a social good.

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We will be creating a **digital product** for a social good.

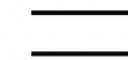


This can be a website
or an application

Your guide to health & happiness

Mindfulness exercises and
guided meditations

SOMEWHERE GOOD



**A new way
to find
community
in your city.**

FIND A HANGOUT



**Somewhere Good is a platform to
find and create hangouts at cool
spots nearby.**

Hi I'm Pi, your *personal* AI.

I'm your personal AI, designed to be supportive, smart, and there for you anytime.

My name stands for 'personal intelligence', because I provide infinite knowledge based on your unique interests.

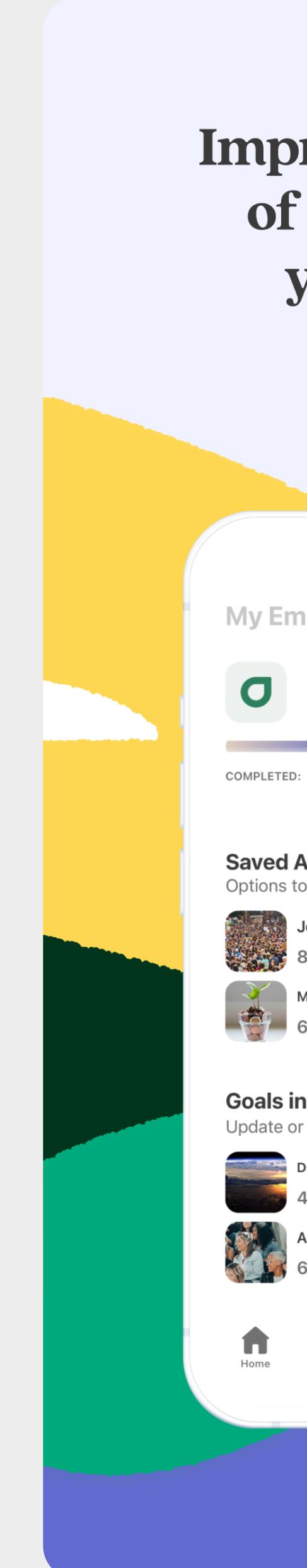
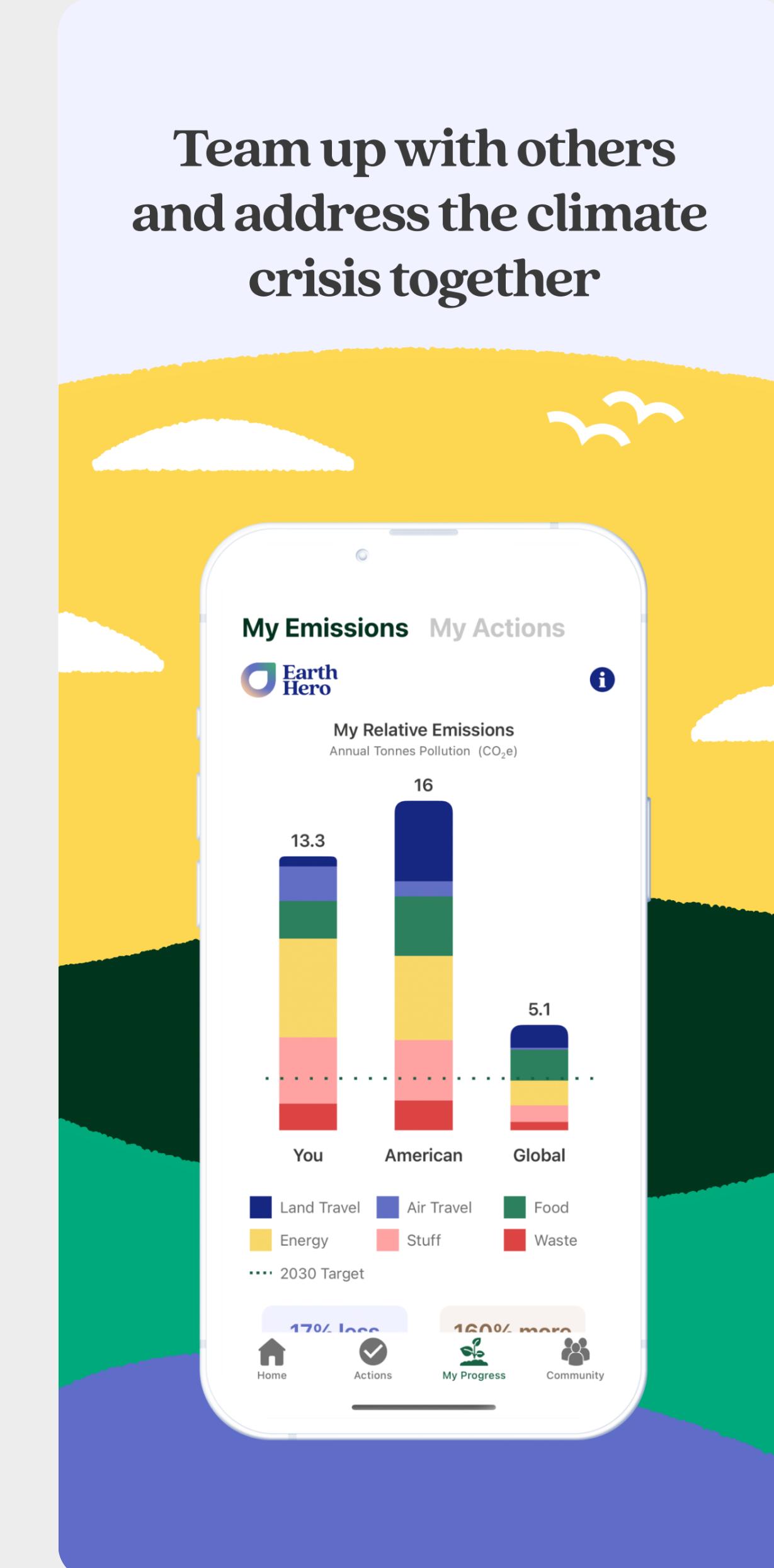
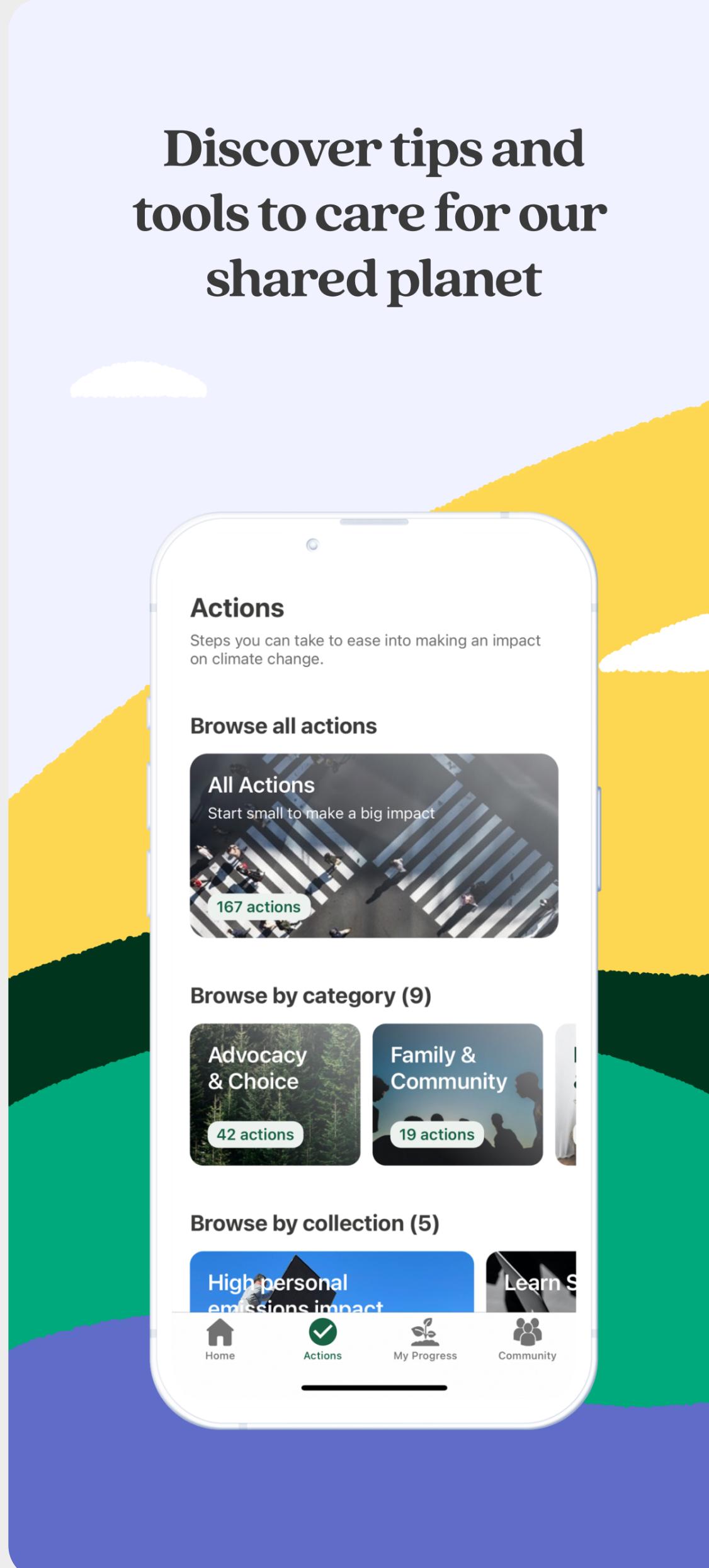
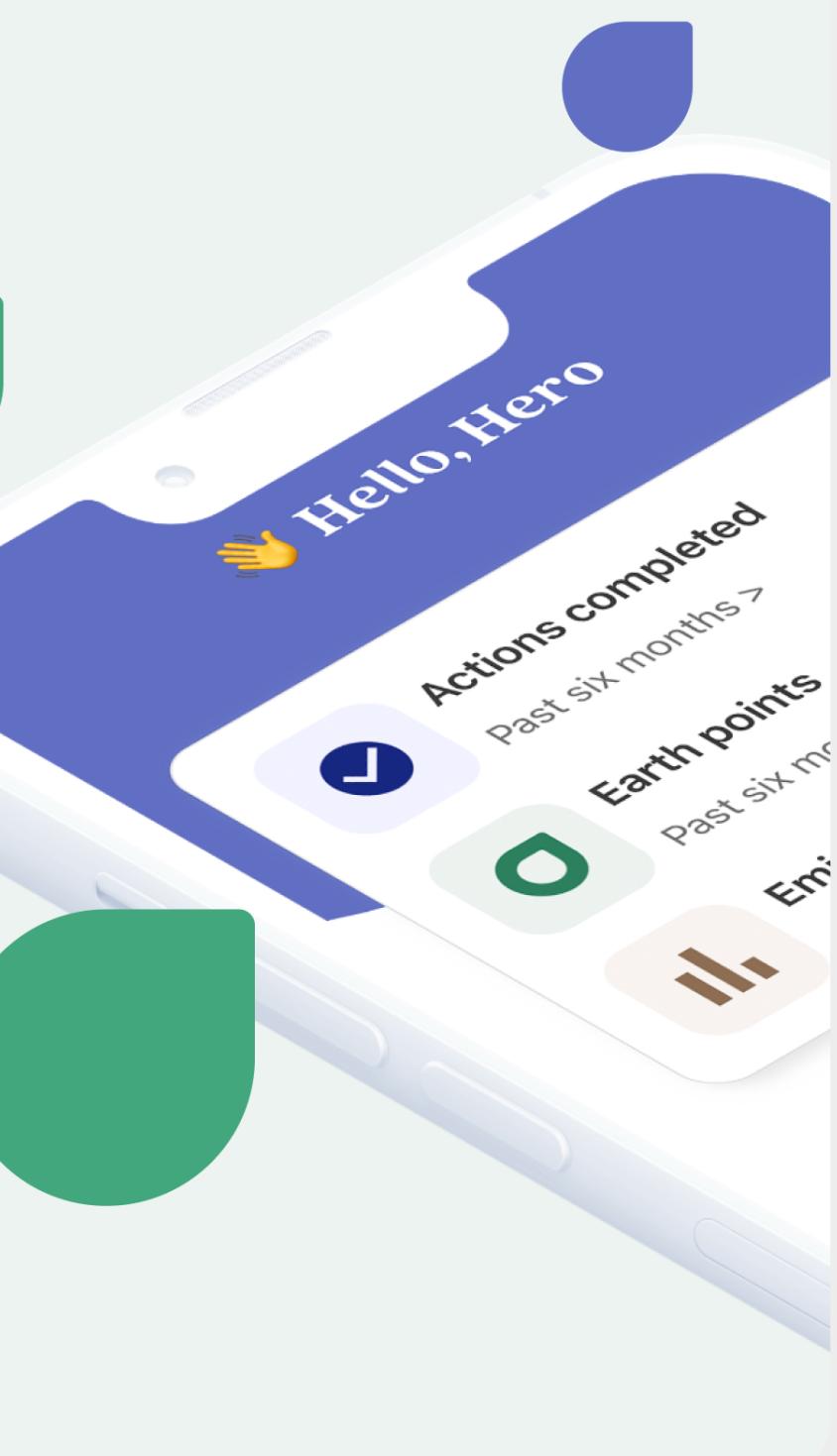
I can be a coach, confidante, creative partner, sounding board and assistant.

But most of all, I'm here for you.

Pi /



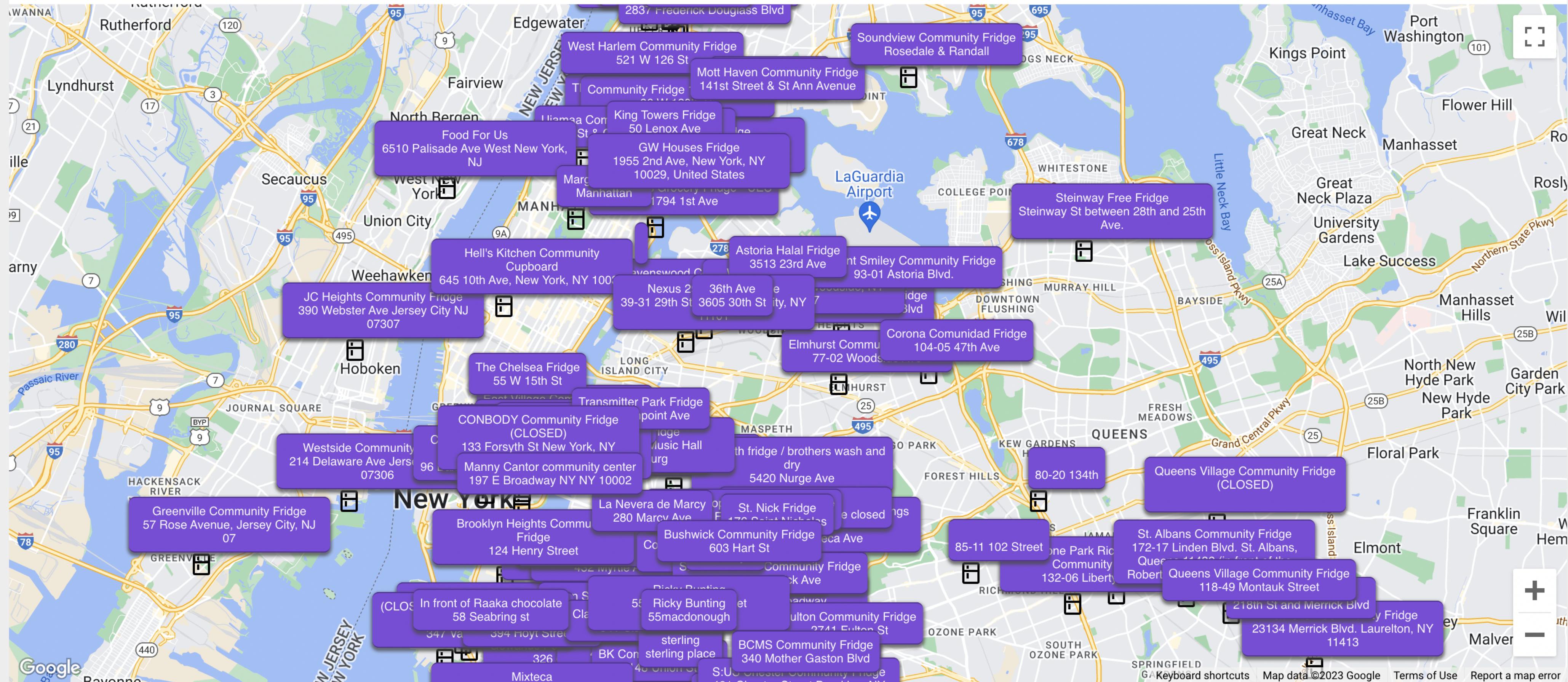
Earth Hero



NYC Community Fridges

[Map](#) | [Fridge List](#) | [About](#) | Current Fridge Count : 146

Add Fridge



How will we do this?

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The Product Design Process

Ok ok but real quick:
Does anyone know what “product design” is?

“the process of creating usable products and experiences, started by defining real people’s problems and thinking about possible solutions.”

How will we do this?

The Product Design Process

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The Product Design Process

**Product Concept &
User Research**

**Information
Architecture**

**Wireframes &
Prototyping**

Visual Design

Final Project

To understand this a bit better, let's map this process to perfecting a cake recipe.

How will we do this?

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How will we do this?

The Product Design Process

Product Concept & User Research

Understand our user's needs, goals, pain points

Information Architecture

Wireframes & Prototyping

Visual Design

Final Project

How will we do this?

The Product Design Process

Product Concept & User Research

Understand our user's needs, goals, pain points

Ask your guests what their favorite cake flavors are

Information Architecture

Wireframes & Prototyping

Visual Design

Final Project

How will we do this?

The Product Design Process

Product Concept & User Research	Information Architecture	Wireframes & Prototyping	Visual Design	Final Project
Understand our user's needs, goals, pain points	Organize content and features in a logical and intuitive way			
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Again and again and again and again and again and again and again

We call this an iterative process.

Break



We call it iterative. Because it goes around in a circle.

What's the difference between UX, UI, and Product Design?

Any guesses? 🤫



Tweet



Jim Callender
@JimCallender



2005: I'm a web designer
2009: I'm a UI designer
2011: I'm a UX designer
2014: I'm a product designer
2021: I'm an experience sommelier

3:19 PM · Jul 13, 2017

1,263 Retweets **3,107** Likes



The Product Design Process

Product Design

Product Concept &
User Research

Information
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Final Project

The Product Design Process

Product Design

UX Design

Product Concept &
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UI Design

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User Experience (UX)

User Interface (UI)

User Experience (UX)

AS A PURPOSE

Enhances user satisfaction by enhancing ease of use

User Interface (UI)

Creates visually appealing and intuitive interfaces that users can interact with seamlessly

User Experience (UX)

AS A PURPOSE

Enhances user satisfaction by enhancing ease of use

AS A DESIGNER

Considers business strategy
Conducts research
Creates taskflows and prototypes

User Interface (UI)

Creates visually appealing and intuitive interfaces that users can interact with seamlessly

Build visual design system
Compose layouts
Build mockups

User Experience (UX)

AS A PURPOSE

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SCOPE

Designs the whole experience

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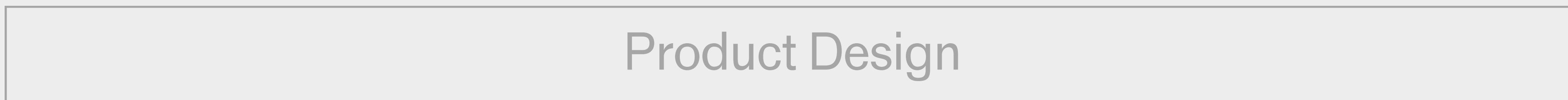
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Compose layouts
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Product Design



User Experience (UX)



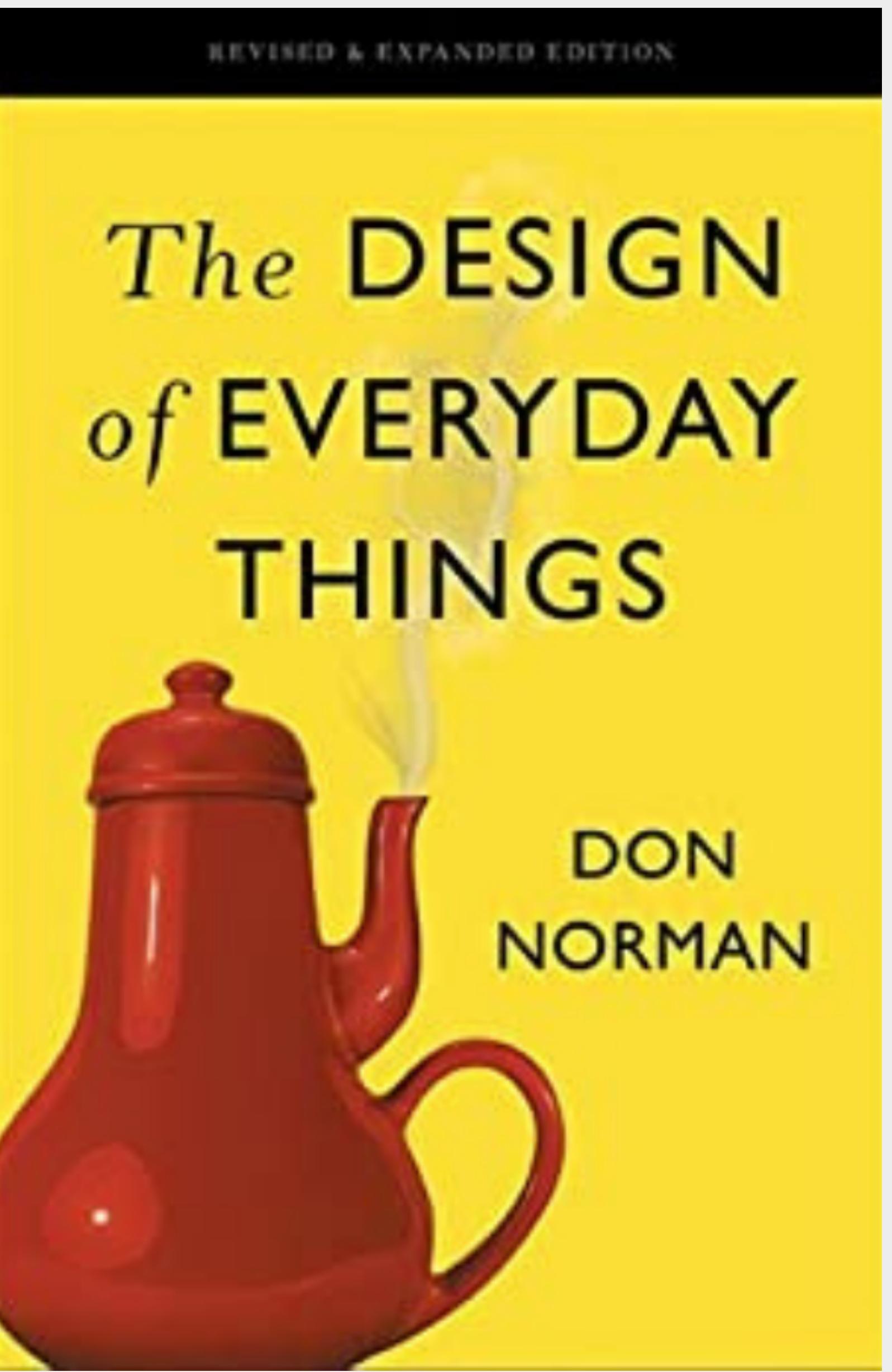
User Interface (UI)





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Don Norman



The Design of Everyday Things by Don Norman



There's
this
door

Vox, It's not you. Bad doors are everywhere.

**You already know what a good
and bad experience is.**

GROUP ACTIVITY

Good Experience vs. Bad Experience

Identify a digital product that you have had a bad experience with. And one that you have had a good experience with. It could be a feature, or the whole thing.

What were you trying to do and how did the experience interfere or help with that?
Identify some pain points.

If it was a bad experience, brainstorm with your partner how you could improve it.

Recap, Homework, Q&A

CLOSING

Recap

This class is about the thinking and strategy that goes into making a digital product.

Recap

This class is about the thinking and strategy that goes into making a digital product.

That will be applied to any career path you choose.



Assignments

1. Product Concept & Proposal
2. Create a Figma Account
3. Download Visual Studio Code
by Friday