ART 4410 – GRAPHIC INTERFACE DESIGN I, Fall 2015 (Prerequisites: ART 2400, 3400)

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Office Hours: MW 9-10am (or any other time by appointment)

COURSE DESCRIPTION
This course concentrates on the development of graphic design techniques and theories necessary to create successful user interfaces. Students explore aesthetic and functional uses of motion, sound, interactivity, information architecture, branding, and typography as they relate to user interface design.

LEARNING OUTCOMES
This course is designed to teach basic principles of web design to help students create visually exciting, user-centered websites. Students will gain working knowledge of web technologies such as HTML5, CSS3, and jQuery.

1. Basic understanding of the field of web design
2. Fundamental understanding of problem solving processes in UI (user interface design)
3. Foundation understanding and application of web technologies (HTML5, CSS3)

INSTRUCTIONAL METHODS
This course is taught using a variety of instructional methods including lecture, video, class discussion/critique, lab production and presentations.

HOW TO EVALUATE THIS COURSE; Three Major Objectives
After successfully completing this course, students will have completed projects that demonstrate a basic understanding of the following university defined evaluation objectives:

1. Developing specific skills, competencies and points of view needed by professionals in the field most closely related to this course.
   Designspake: Develop fundamental graphic/web design concept and production skills.
2. Develop creative capacities (writing, inventing, designing, performing in art, music, drama, etc.)
   Designspake: Boosting your creative capacities.
3. Learning how to find and use resources for answering questions or solving problems.
   Designspake: Learning how to learn. The design world is changing. Can you adapt on your own?

COURSE PROCEDURES
This course meets from 9:00 a.m. to 11:45 a.m. every Tuesday and Thursday. To be successful in this class, you will need to be here every class period. Attendance is mandatory. You are allowed 1 unexcused and 2 excused absences. A full letter grade will be deducted for every additional absence.

There will be a lecture and an assignment given most days. You will be allowed time to work on the assignment during class and I will be present in the lab for questions. You will be using Canvas to turn in each assignment and project throughout the semester. You will also be required to burn a CD/DVD of all of your files to turn in on the final day. YOU are ultimately responsible for keeping track of your files so make periodic backups of your work throughout the semester.

REQUIRED MATERIALS
Storage device (mac formatted or equivalent, 2+ GB recommended)

Students are required to purchase a monthly subscription to Lynda.com. This will give you everything you need (and lots more) to be successful in this course. Subscriptions are $25/month and you can probably get by with 3 or 4 months.

HTML/CSS is the publishing language of the World Wide Web and there are literally thousands of great learning resources available from a simple Google search. There are also hundreds of great web design books available. Personally, I recommend that you purchase an HTML5/CSS3 book that looks interesting to you. Visit a bookstore.

LAB FEES
$50 – Lab software/hardware upgrades, misc. supplies.
GRADING
Projects will be graded using the following criteria:

form – Did you successfully use design elements and principles? What’s the quality of the overall design?
function – Is the site broken? Is it user-friendly? Does it solve the client’s problem and speak to the audience?
concept & engaging content – Is it exciting and original? Does it tell a compelling story? Content is King.
production skills – Did you execute the site in a clean, professional manner?
critical self-evaluation – Are you open to new ideas? Can you accept criticism from your instructor and peers?

Grading Scale:

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<tr>
<td>A</td>
<td>100 - 93</td>
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<td>B+</td>
<td>89 - 87</td>
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<td>D</td>
<td>62 - 60</td>
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<td>F</td>
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LATE ASSIGNMENTS
Late projects/assignments will NOT be accepted unless prior arrangements have been made.

PROJECTS & ASSIGNMENTS
You will create two functioning websites. Checkpoints throughout the course will ensure that you are on schedule. The subjects for these sites are up to you. However, I strongly suggest that you gather a substantial amount of content before you begin the design process. Find something that interests you since you will be investing a considerable amount of time on these sites! Do your research! Remember, websites are designed to deliver content. The main purpose is to communicate a compelling message to an audience in a visually appropriate and effective manner.

Web Page Critique (2%) (Partial description. See assignment sheet)
Post two URLs of well-designed sites. Pick one. Evaluate and critique the site. Additionally, comment on at least 4 URLs of other students.

The objective of this assignment is to help you think and speak critically about web design and to help expose the class to some exciting designs.

Project 1 Website (35%) (Partial description. See assignment sheet)
• Pertinent, informative and useful text and imagery (and lots of it)
• Navigation with home page and at least 5 supporting sections, 3 pages per section (15+ pages total)
• Publish the site AND submit the url to Canvas
• Compress your root folder (.zip) and submit to Canvas

Project 2 Website (35%) (Partial description. See assignment sheet)
• Responsive Website. (“Mobile First”)
• Pertinent, informative and useful text and imagery (and lots of it)
• Navigation with home page and at least 5 supporting sections, 3 pages per section (15+ pages total)
• Publish the site AND submit the url to Canvas
• Compress your root folder (.zip) and submit to Canvas

Demos/Preparation/Participation points (28%)
You will earn points for being present, prepared (wireframes, digital comps, critiques, etc.) and for completing lab demos in class. These points cannot be made up. If you show up to every class and are prepared, these points are no-brainers…easy. These checkpoints help you to stay on task and actually make the course much easier. This is typically where most students damage their overall grade in the class. Don’t treat these points lightly… Combined, they weigh as much as an entire project.

TOTAL 100% of final grade
University Policies

**Syllabus Change Policy**
This syllabus is a guide and every attempt is made to provide an accurate overview of the course. However, circumstances and events may make it necessary for the instructor to modify the syllabus during the semester and may depend, in part, on the progress, needs, and experiences of the students. Changes to the syllabus will be made with advance notice.

**Plagiarism Statement**
Plagiarism includes knowingly “representing, by paraphrase or direct quotation, the published or unpublished work of another person as one’s own in any academic exercise or activity without full and clear acknowledgement (sic?). It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials” (Code of Policies and Procedures for Students, Article V, Section 3A.1). The penalties for plagiarism are severe. They include “#1) warning or reprimand and #2) grade adjustment” (see: Article VI, Section 1A): Other penalties may also be imposed at the Dean’s discretion. These include probation, suspension, expulsion, withholding of transcripts, denial or revocation of degrees, referral to psychological counseling, and other appropriate disciplinary actions.

**Americans with Disabilities Statement & Non-Discrimination Statement**
The Americans with Disabilities act states: “Reasonable accommodation will be provided for all persons with disabilities in order to ensure equal participation within the program.” If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor and document the disability through the Disability Resource Center (797-2444), preferably during the first week of the course. Any request for special consideration relating to attendance, pedagogy, taking of examinations, etc., must be discussed with and approved by the instructor. In cooperation with the Disability Resource Center, course materials can be provided in alternative format, large print, audio, diskette, or Braille.

**Inclusion Statement**
No student is permitted to create a threatening, intimidating, or harassing environment in this course. Classroom civility is a part of the Student Code, and infractions will be pursued through the Student Conduct Coordinator. This course will be conducted in a safe and tolerant environment, and any person who detracts from that environment will be instructed to leave without the ability to make up coursework.
Additional Resources:

Most of the following sites have tutorials, examples, downloads, forums (so you can post questions/search), etc. They are ordered best to worse (in my opinion) for each category.

http://www.google.com/ (The best site of them all & the only one you really need!)
Lynda.com – Video tutorials for basically anything you can think of. $25/month or $250/year. HTML5, CSS3, jQuery.
http://www.creativebloq.com/web-design/training-online-resources-812225
http://www.w3schools.com
http://www.codecademy.com
http://css-tricks.com
http://www.dontfeartheinternet.com
https://www.udacity.com
http://www.sitepoint.com/
http://getbootstrap.com/
http://foundation.zurb.com/

Publishing Server (SFTP) (fall15.graphicinterfacedesign.com)

You will use this server to publish your web site online. You should only upload the files that are being used in your web site, NOT files that you used to build them (.psd, .ai). Make sure you keep the site structure intact so that you don’t break important links to pages within your site. You should use an FTP program to upload your files. Fetch is installed on the computers in the lab, but you may also use Cyberduck, Dreamweaver, Transmit, Fugu, FileZilla, WS_FTP (Windows), or any other FTP program.

Publishing Information (using an FTP program of your choice)

Note: Be sure to connect using SFTP. If you try to connect using FTP you will get an error.

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Once you are logged in, place all of your files inside the appropriate user folder (ex: dsmellie) located within the “students” folder. Make sure to be descriptive when naming the files and folders you place inside your student folder. For instance, if you have created a website for the band Dead Moon, a good folder name might be “deadmoon”. A bad folder name would be “My Site” (note: capitals, spaces, non-descriptive).

Once you have uploaded your files into your folder on the server, your website will be published and accessible via the web. Example: http://fall15.graphicinterfacedesign.com/students/jdoe/html/deadmoon/ Please be aware that you are responsible for your own files. If somebody deletes your files on the server, you will be required to re-upload them (or start over if you didn’t have a backup). Having said this, think twice before you delete anything on the server. You could be deleting your classmates’ work!