ART285 INTERFACE DESIGN STUDIO

kcc :: new media arts
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Course Syllabus

COURSE INFO

ART 285 Interface Design Studio
6 hours lecture/lab per week

Prerequisite(s): ART 128 with a grade of "C" or higher; ART 229 with a grade of "C" or higher; approval of the Interface Design Studio portfolio review or acceptance into a NMA AS specialization.

ART 285 explores contemporary topics in interface design and new media art in an advanced studio environment. Through the creation of large-scale projects, students explore in depth the full design process of researching, planning, designing, producing, and displaying work that synthesizes interface design principles, topics, skills, and techniques.

COURSE OBJECTIVES/COMPETENCIES

Upon successful completion of ART 285, the student should be able to:

- Through the creation of a large scale new media art project, apply advanced concepts and principles of graphic design and interface design technologies.
- Develop conceptual project ideas, plan a full production schedule, and execute all iterative steps and phases of the full design process by meeting project milestones and deadlines.
- Apply theoretical and historically relevant principles of graphic design and interface design in the creation of new media art.
- Apply successful problem-solving skills and make informed design decisions while utilizing industry standard applications, technologies, and techniques throughout the full creative and technical design process.
- Communicate effectively, both visually and verbally, by presenting work, defending design decisions and by participating as an active critic during group critiques.
- Synthesize the concepts, principles, skills, and techniques of interface design in the creation of a large-scale project that integrates conceptual thinking, technical execution, and aesthetic application.

COURSE CONTENT

The general framework for this course is a three-step creative design process consisting of:

1) **Pre-Production** (i.e. project planning)
2) **Production** (i.e. creation of all assets for the project),
3) **Post-Production** (i.e. putting it all together, editing/revising, & testing for final display).

Topics and Technologies will vary depending upon each student's chosen project. Individual topics and techniques may include: defining goals, profiles, and users, copy writing, creative writing, defining features and functionality, concept drawings, storyboards, wireframes, site maps, prototypes, mood boards, type & color studies, creation of graphical elements, illustration, branding, graphic symbolism, design mockups, interface programming, motion graphic design; sound design, testing, printing, and quality assurance.

Universal course content:

- Exploration and application of contemporary topics in interface design and new media art based on need and purpose.
- Overview of the full design process for interface design via theory and practice of historical and contemporary issues in interface design and new media art.
- Theory and application of researching and conceptual planning for large-scale works of interface design and new media art.
- Theory and application of the iterative visual design mockup/comp process for large-scale works of interface design and new media art.
- Theory and application of utilizing various technical production processes including small scale tests, experiments, and explorations of various technologies and techniques for large-scale works of interface design and new media art.
- Development and preparation of iterative presentations that demonstrate meeting project milestones, overall goals, and the needs of the client/user.
- Use of the appropriate industry standard design applications and software.
- Quality Assurance Testing: problem-solving and troubleshooting appropriate technologies.
- Overview of best practices for client presentations, including the importance of using an expanded design vocabulary, highlighting the importance of good design practices, speaking articulately, defending design decisions, taking criticism well, and participating as an active critic of self and others during group critiques.
- Final Presentation of a culminating large-scale project that synthesizes the concepts and principles of interface design and new media art by displaying work that is complete, robust, tested, and ready for launch/use.

TEXTS

There are no required texts for this course. Readings will be supplied by the instructor on a week to week basis, in either paper handout form or online.

Recommended, but not required, texts:

- Hillman Curtis, MTIV: Process, Inspiration and Practice for the New Media Designer.

MATERIALS

The primary software used in this class is the Adobe Master Collection, which will be installed on all computers in class and in the labs.

All students are required to have hosting space to post their assignments, designs, and ultimately their final project. Students are required to purchase a hosting plan with a third party hosting provider. Past students have purchased hosting plans from hosting providers such as Bluehost and GoDaddy (these are just a few of many hosting providers available). Plans should include ample disk space (ie. more than 2GB or unlimited), support for CGI, PHP, and MySQL, multiple domain hosting (to host more than one site), one-click install/support for popular CMS options (Wordpress, Joomla, Drupal, etc), and a low, competitive price (an example rate is around $3-$5/month – this is subject to change based upon current trends for hosting prices).

Digital still and video cameras will be available for shared use throughout the semester. While it is not required, it is helpful and convenient if students use their own equipment.

Students will be required to submit sketches on plain white paper. While it is not required, it is recommended that you purchase a cheap sketchbook and a set of black and/or grayscale markers.

Additional materials may include an external hard drive or thumbnail drive with a minimum capacity of 4 GB.

INSTRUCTOR'S EXPECTATION:

Attendance and class participation are important to succeed in this course. Lectures will be given once. It is essential that you attend class, arrive promptly and remain for the full duration of the scheduled class period. Leaving class early without permission will result in an absence marked for that class period. Consistent lateness and absences may result in a lower grade for the semester due to the missed opportunities for participation in class discussions. If you are absent for medical reasons, please provide a note from your doctor or nurse. More than five unexcused absences will result in a final grade of a F. Three tardies will equal one unexcused absence. If there is a severe family problem, a long-term personal illness, or something else that may interfere with the course, please discuss this with me as early as possible. So long as I know about any potential problems in advance, there is usually a solution. Please do not wait until it is too late so as to avoid any repercussions to your grade. For unexcused absences, students will need to make arrangements with other class members regarding missed information.

Taking notes during lectures and demonstrations is recommended. Time outside of class will need to be consistently spent on projects in order to meet the requirements of the class.

There will be no email during class time. You can only check your email during class breaks.

METHOD OF INSTRUCTION

The method of instruction will include lectures, demonstrations, class discussions, and critiques.

METHOD OF EVALUATION & GRADING POLICY:

The methods of evaluation used in this course are broken down as follows:

Projects	**80%**
Critiques	**20%**
TOTAL	**100%**

Students will be expected to participate as active class members. This includes attending all classes; meeting all project deadlines; completing production time outside of class and in the lab environment; and participating as dependable team members. During critiques, all students are required to participate as both presenters and critics.

Grading is based on projects and class participation during critiques and online. It is the responsibility of the student to take notes, plan accordingly, and turn in completed assignments on the due dates. Missing a deadline will result in a point reduction equivalent to a full letter grade, unless there is a valid medical reason or a family emergency. Class Participation is calculated based upon a student's participation during critiques and online via Laulima in the discussion area. Projects may be revised and turned in again for re-grading.

Five major components of the class are worth 100 points each, with a total of 500 points for the course grade. The 500 Points for the final course grade can be broken down as follows:

500 Point Course Grading System All Grades are available throughout the semester via Laulima		
Pre-Production (Research, Analysis, & Planning) • Design Brief (50 Points) • Concept Plans (50 Points)	100 Points	20%

Production (Design • Round 1 Designs (40 Points) • Round 2 Designs (30 Points) • Round 3 Designs (30 Points)	100 Points	20%
Coding & Post-Production • 1st Draft (50 Points) • 2nd Draft (50 Points)	100 Points	20%
Final Project • Posted online, Presented at Final Critique	100 Points	20%
Class Participation • Critiques and online via Laulima	100 Points	20%
TOTAL	**500 Points**	**100%**

Dividing the total 500 points by 5 will yield a more legible final course letter grade, dictated as follows:

A	90-100	B	80-89	C	70-79	D	60-69	F	59-0

SPECIAL STUDENT SERVICES

If you are a student with a documented disability and have not voluntarily disclosed the nature of your disability so that we may coordinate the accommodations you need, you are invited to contact the Disability Support Services Office in `Ilima 107, ph.734-9552 , or email kapdss@hawaii.edu for assistance. For students whose primary disability is Deaf or hard of hearing, contact the KCC Deaf Center in Manono 102, ph. 734-9210 (V) or 447-1379 (videophone).

STUDENT CONDUCT CODE

A college campus is a community with specific behavior expectations designed to allow all students, faculty, and staff to flourish. Please familiarize yourself with KCC's Student Conduct Code in the course catalog. You should know your rights and responsibilities on campus. The Student Conduct Code describes specific campus policies related to: drug and alcohol use, smoking, lethal weapons, sexual harassment and sexual assault, academic honesty, nondiscrimination, and family privacy.

In all campus environments, Disruptive Behavior will not be tolerated. This means: any speech or action that (1) is disrespectful, offensive, and/or threatening; (2) interferes with the learning activities of other students; (3) impedes the delivery of college services; and/or (4) has a negative impact in any learning environment.

THIS CLASS IS A "SAFE ZONE"

Discriminatory or rude comments of any kind, particularly regarding gender, ethnicity, sexual orientation, or religion, will not be tolerated.

SCHEDULE

Throughout the semester students will be developing one large scale interface project by going through a 3-step creative design dictated as follows:

1. **Pre-Production (Weeks 1-4)**
    - *Project Kickoff and Analysis*

    a. Researching topics and technologies, brainstorming project ideas, defining the specifications, outcomes, goals, features, and functionality of a chosen project.
    b. Key Deliverable: Design Brief
  - *Conceptual Planning*
    a. Depending upon the project, this may include writing, sketching, storyboarding, creating site maps, wireframes, & prototypes for early testing.
    b. Key Deliverable: Conceptual Plans
2. **Production (Weeks 5-10):**
  - *Designing, Illustrating, Shooting, Animating, etc.*
    a. Depending upon the project, this may include mood boards, type studies, color studies, illustration, photography, shooting video, recording audio, testing code, graphical asset creation, visual mockups, and multiple rounds of refinement.
    b. Key Deliverables: Round 1 Designs, Round 2 Designs, Round 3 Designs
3. **Post-production (Weeks 11-16)**
  - *Coding, Editing, Printing, etc.*
    a. Depending upon the project, this may include coding and scripting (HTML, CSS, Javascript, JQuery, WordPress, etc), print tests (for 2D digital prints), editing video, animation, motion graphics, sound editing, scoring, and audio mastering.
    b. Key Deliverable: 1st Round Drafts, 2nd Round Drafts
  - *Testing for Final Launch/Display*
    a. Depending upon the project, this may include QA (Quality Assurance to sure all bugs are fixed, cross-browser/cross-platform/cross-device testing, etc.), final prints (for 2D prints), final rendering and authoring (for motion graphics), and final setup and display (for installation).
    b. Key Deliverable: Final project posted online and presentation at the final critique

Week-by-week schedule:

- **Week 1: Intro to the Course & Brainstorming**
- **Weeks 2-4: Defining the Project & Conceptual Planning**
- **Weeks 5-10: Visual Exploration and Designing**
- **Week 11: NO CLASS - SPRING BREAK**
- **Weeks 12-16: Production/Coding of Multiple Drafts**
- **Week 17: Final Project Due at Final Critique**

OFFICE HOURS

Office hours are held in the computer labs, not at my office. They are operated on a first-some-first-served basis and organized via a sign-up sheet on the whiteboard in class.

This semester my office hours are:

- Wednesdays 11am-1pm in Kopiko 202

EMERGENCY CONTACT

In the case of an emergency or if you are unable to get a hold of the instructor and have already tried contacting Chris via phone (808-734-9707) and email (gargiulo@hawaii.edu), you can next contact the Arts & Humanties department chair, Colette Higgins, by phone (808-734-9282) or email (chiggins@hawaii.edu).