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DES-325 Interactive Design I: Introduction to Web Design
3 credits
Fall Semester 2014
Tuesdays & Thursdays

Section 001
175 Micheels Hall
11:15 AM – 2:20 PM

Section 002
175 Micheels Hall
2:30 PM – 5:35 PM

Office Hours

T/R 5:35PM–7:35PM

By appointment or online (Skype, email, chat)

Note: Due to low enrollment it is also acceptable to meet during the last hour of DES-370-002 (10AM–11AM Applied Arts 125) or DES-325-002 (4:30PM–5:30PM Micheels Hall 175)

Course Description

This course is an introduction to the design and development of web-based human-computer interaction (HCI) interfaces. The coursework is comprised of five exercises and three studio projects. The topics addressed by these activities include visual layout, file management, code syntax, and interaction design. These activities offer significant opportunity for professional development. Students participate in critique sessions as a means of informing an iterative design process.

Course Objectives

- Apply principles of design in creating layouts for web-based HCI interfaces.
- Demonstrate competency manipulating and optimizing common file types.
- Design human-computer interfaces representing a worldview other than one's own.
- Employ best practices for file management in interactive projects.
- Use contemporary coding language syntax to markup the structure of content.
- Use contemporary coding language syntax to style the presentation of content.
- Apply contemporary coding languages and strategies to determine interface behavior.
- Analyze, discuss, and evaluate layouts and user experiences of web-based HCI interfaces.

Course Texts

- Miller, B. (2010). *Above the Fold: Understanding the Principles of*

Successful Web Site Design. Blue Ash: HOW Books.
- McNeil, P. (2007). *Web Designer's Idea Book: The Ultimate Guide To Themes Trends & Styles In Website Design.* Cincinnati: F+W Publications.
- Various PDFs to be distributed by the instructor.

Course Website

The primary site for the class is located at http://uws.johnkeston.com. In additionA Learn@UWStout site has been established for disseminating materials and facilitating assignment submissions.

Attendance

Each student will be permitted three unexcused absences. Students who have more than three unexcused absences will have their grades reduced 1/2-grade (from A to A-). A half-grade reduction will occur for every additional three absences. Students who are tardy three times will incur an absence. Students who leave class early will incur an absence. Students with more than six absences will be at significant risk of failing the course.

General Expectations

- Students should contact the instructor with any questions.
- Professional behavior is expected at all times.

Students with Disabilities

UW-Stout strives for an inclusive learning environment. If you anticipate or experience any barriers related to the format or requirements of this course please meet with me so that we can discuss ways to ensure full access. If you determine that additional disability-related accommodations are necessary please contact the Disability Services office (206 Bowman Hall, 232-2995, http://www.uwstout.edu/disability).

Safety

Material Safety Data Sheets are available in this classroom for each hazardous chemical or material used in this class or recommended by the instructor for the completion of this course. It is required that students do not bring to class hazardous chemicals or materials not recommended by the instructor.

Grading

Points	Grade
93-100 points:	A
90-92 points:	A-
88-89 points:	B+
83-87 points:	B
80-82 points:	B-
78-79 points:	C+
73-77 points:	C
70-72 points:	C-
68-69 points:	D+
63-67 points:	D

Definitions
- *A:* Represents achievement that is outstanding relative to the level necessary to meet course requirements.
- *B:* Represents achievement that is significantly above the level necessary to meet course requirements.
- *C:* Represents achievement that meets the course requirements in every respect.
- *D:* Represents achievement that is worthy of credit even though it fails to fully meet the course requirements.
- *F:* Represents achievement unworthy of credit and does not meet the course requirements.

62 points & less: F

Policies
- Individual assignments will be accepted up to 5 days late. The grade of the assignment will be reduced by one full letter grade of the evaluated merit (from A to B).
- An Incomplete grade will be given only in the case of a documented emergency.
- Discovery of academic misconduct is subject to disciplinary action under University of Wisconsin-Stout policies. As outlined in Chapter 14.03 of the UWS Administrative Code, academic misconduct is defined as an act in which a student:
  * Seeks to claim credit for the work or efforts of another without authorization or citation;
  * Uses unauthorized materials or fabricated data in any academic exercise;
  * Forges or falsifies academic documents or records;
  * Intentionally impedes or damages the academic work of others;
  * Engages in conduct aimed at making false representation of a student's academic performance; or
  * Assists other students in any of these acts.

Final Evaluation Period
Section 001: 2:00PM - 3:50PM, 12.16.14
Section 002 10:00AM - 11:50AM, 12.18.14

Points

Total Points	*100 points*
• Participation	10 points
• Project Portal	10 points
• Google-Fu Exercise	5 points
• Technical Exercises	15 points

  * Image Sizing, Cropping, and Optimization (3)
  * Markup (4)
  * Styling (4)
  * Custom fonts (4)

• Cycling Project (content provided)	25 points

  * Milestones #1, #2, #3 (6)
  * Design and Layout (10)
  * Typesetting (4)
  * In-class presentation (5)

• Final Web Application	35 points

  • includes milestones and in-class presentation

Assignments

See http://uws.johnkeston.com for assignments details

Course Schedule

See http://uws.johnkeston.com for day-to-day scheduling