

Communication Design for Interactive Media II Course Outline

DES 596 BI | Winter 2012

PREREQUISITES OR

COREQUISITES

Prerequisite DES 593 and consent of Department and corequisite DES 594. Not open to students with credit in DES 595 prior to 2007.

ATTENDANCE

Attendance in studio disciplines is mandatory. Attendance will be taken at the BEGINNING of each class.

LATE PROJECTS will be penalized on a sliding scale of one grade point per day late, including weekends. Projects one week late will receive a grade of zero.

FAILURE TO ARRIVE at the beginning of a critique with a working project on CD will result in a reduction in grades.

Instructor: Aidan Rowe

Assistant: Cindy Couldwell

Course description—University of Alberta Calendar

Design issues in new communication media. Open information structures and networks as complex hierarchical systems. Internet as an information resource, research tool and mass communication media. Navigation, interaction and interface design in hypermedia.

Learning Objectives

- Critically analyze and discuss your work and the work of others
- Work with software (e.g. Adobe Flash)
- Develop an understanding of interaction / digital design theory, issues and techniques
- Develop an understanding of motion graphics theory, issues and techniques
- Develop an understanding of the related industries
- Develop project planning and file management skills

Expectations

It is the responsibility of students to be on time for class, respectful of other students and instructors and to hand in work on time. Students are expected to keep track of assignments and deadlines and to be prepared for class critiques. Your presence during assigned class times; courteous and thoughtful participation in discussions; and timely completion of assignments are essential to the successful completion of this course. Students who choose not to attend classes must assume whatever risks are involved (see the University Calendar § 23.3 and 23.5.5).

Evaluation

The primary criterion for assessment and grading is the quality of the completed projects, but other important elements count towards evaluation of student performance. These elements are: punctuality, attendance, effective use of class time, and class participation in discussions and critiques.

A progress grade will be provided mid-term and / or at the end of each project. A tentative final grade will be given at the end of the course. (Grades are tentative until they become registered at the Registrar's Office.)

Circumstances may develop during the term where a change to the course outline is necessary. Changes to the course outline, including possible changes to the nature and requirements of projects, will occur, only with fair notice, or general class consent. (See Section 61.6 (a) of the GFC Policy Manual) Policy regarding course outlines can be found in § 23.4(2) of the University Calendar. (GFC 29 SEP 2003). If you have a concern about the general course information, or any other aspect of

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BACK UP YOUR WORK

Make sure that you back up all of your work on the server and on CD / DVD / Flash drive. Save all of your original files. You may want to print them or modify them later. Do not work on your files directly from the server. If the server goes down you may lose your work.

Losing work because you did not back it up is NOT an excuse for late projects.

the course, you are advised to consult, in turn, the instructor, the VCD coordinator, the chair of the Department of Art & Design, and the dean of the Faculty of Arts.

Evaluation criteria include, but are not limited to:

- a) Quality of proposed answer to the project brief
- b) Quality of technical components
- c) Quality / quantity of class participation

Grading

95% project work & development

5% Research Workbook / Blog / Portfolio / Professionalism

Projects for the final portfolio may be revised, the final grade will be a combination devised from the original and revised versions. Portions of grades may be arrived at using non-mathematical means.

The grading system at the University of Alberta is as follows:

A+ / A / A- = Excellent

B+ / B / B- = Good

C+ / C / C- = Satisfactory

D+ / D / D- = Minimal Pass

F = Fail. Required to withdraw

or F(R) = Failure with Re-examination privilege

Project Delivery

You will need to place files on my machine or burn all projects on separate CDs to hand in at each critique, for backing up work and for the portfolio. You must clearly label each CD with your name and project number when possible. Alternatively other arrangements may be made with the instructor.

When labelling your CDs:

- Write clearly on the CD with permanent marker, (no labels on CDs please)
- Label the case
- No untitled CDs will be accepted.
- Ensure you test your submissions.

Departmental Guidelines—Academic integrity and honesty

“The University of Alberta is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these standards regarding academic honesty and to uphold the policies of the University in this respect. Students are particularly urged to familiarize themselves with the provisions of the Code of Student Behaviour (online at www.ualberta.ca/secretariat/appeals.htm) and avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or expulsion from the University.”

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Recommended Readings

Spiller, N. (2002) *Cyber_Reader*. London: Phaidon.

Bellantoni, J. and Woolman, M. (2000). *Moving Type: Designing for Time and Space*. Cran-Press-Celigny: Rotovision.

Gallagher, R. and Paldy, A. (2007) *Exploring Motion Graphics*. New York: Thomson Delmar Learning.

Krug, S. (2000). *Don't Make Me Think*. Indianapolis: New Riders Publishing. (Selected chapters will be assigned but this is a good all round book)

Nielsen, J. (2000) *Designing Web Usability*. Indianapolis: New Riders Publishing.

Norman, D. (2002). *The Design of Everyday Things* (1st Basic Paperback. ed.). New York: Basic Books. (Chapters One and Two only)

Ulrich, K. (2007). *Flash CS3 Professional for Windows and Macintosh: Visual QuickStart Guide*. Peachpit Press.

Specific Course Web Resources

interactivemediavcd.wordpress.com/

- The blog for this course, note that I will post up handouts and information here

General Web Resources

www.w3.org - World Wide Web Consortium

www.useit.com - Jakob Nielsen's site

www.adobe.com - Flash Resources

www.adaptivepath.com

www.alistapart.com

www.informationdesign.org

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MAJOR DEADLINES

February 16

Project 1

TBA (Assigned individually)

Project 2

April 12

Project 3

Deadlines and schedules are subject to change; fair notice or class consent will be given for any changes to major deadlines.

Project One - Typographic Animation

30% of final course mark

Jan. 19 Project Assigned

Jan. 26 Proposals Due

Feb. 02 Storyboards Due

Feb. 16 Final Project Due / Crit

Project Two - Site Audit

20% of final course mark

Feb. 07 Project Assigned

Final due dates individually assigned

Project Three - Mobile Application

45% of final course mark

Feb. 14 Project Assigned

Feb. 28 Topic Selection and Proposal

Mar. 6 Wireframes Due

Mar. 29 Presentation of Final Mock-ups

Apr. 12 Final Project Due / Crit

Research Workbook / Blog / Portfolio / Professionalism*

5% of final course mark

Jan. 10 Research Workbook / Blog Assigned

*Note the Research Workbook can either be in digital form (pdf or web) or in analogue (workbook). This workbook should record and document research that you have conducted over the course, and this research may be inspirational or contextual. In addition to document your progress through the projects.