Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Architecture, Design and Construction
   Department: Department of Industrial and Graphic Design

2. Course Prefix and Number: GDES 3240
3. Effective Term: Fall 2012

4. Course Title: Interactive Design
   Abbreviated Title (30 characters or less):

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course
   Current Course Number:
   Proposed Course Number:
   Type of Revision: required

6. Course Credit:
   Contact/Group Hours: 8
   Scheduled Type: 4 studio
   Weekly or Per Term?: weekly
   Credit Hours: 4
   Anticipated Enrollment: 15
   Maximum Hours (Repeatability): 4
   Total Credit Hours: 4

7. Grading Type:
   - Regular (ABCDF)
   - Satisfactory/Unsatisfactory (S/U)
   - Audit

8. Prerequisites/Corequisites:
   Use "P:" to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   P: GDES 2230, junior standing.

9. Restrictions: List specific restriction in space above.
   College: [ ] Major: [X] Standing: [ ] Degree: [ ]

10. Course Description:
    (20 Words or Less; exactly as it should appear in the Bulletin)
    Focuses on the principles and methodologies used throughout the interactive design industry for creating screen-based dynamic media. Students develop a conceptual framework for real world applications.

11. May Count Either:
    Program Type: [ ] Program Title: [ ] Requirement or Elective?
    (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
    (Respond "N/A" if not included in any program; attach memorandum if more space is required)
    Program Type: [BFA] Program Title: [GDES] Requirement or Elective? requirement

13. Overlapping or Duplication of Other Units' Offerings:
    (If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
    Applicable: [ ] Not Applicable: [X]
14. Justification:

Interactive design is now a mainstream expectation in the field. All students need exposure to interactive media prior to graduation to be viable in the job market. As a requirement this course will also fill-in where an art history requirement was removed from the curriculum.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:

N/A

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization -- i.e.: Dean -- where necessary; if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:

1. Develop the information architecture for a website that meets both users’ task goals and the client’s communication needs.
2. Create a visual design system for a website interface that meets the client’s communication needs and addresses the particular characteristics of delivering content in the web-browser space.
3. Build a website with HTML and CSS using contemporary standards-based methods.
4. Appropriately implement interactive features and simple animation on a website using JavaScript and/or Flash components.
5. Manage all steps of the planning, design, and development of a website project following industry best-practices.

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:

| Week 1: Course Overview, Basic Terminology, Introduction of First Project. |
| Week 2: Conceptual Development, Thumbnail Critique. |
| Week 3: Conceptual Development, Mood Board Critique. |
| Week 4: Design Development: Interface Roughs. |
| Week 5: Interface Comp Critique. |
| Week 6: Project 1 Due, Introduction of Second Project. |
| Week 7: Site Structure, Site Map and Content Outline. |
| Week 8: Conceptual Development: Mood Board Critique. |
| Week 9: Conceptual Development: Thumbnail Critique. |
| Week 10: Design Development: Interface Rough Critique. |
| Week 11: Interface Comp Critique. |
| Week 12: Production, HTML Page Templates. |
| Week 13: Production, CSS Documents. |
| Week 14: Behavioral Components, Flash and jQuery. |
| Week 15: Project 2 Due. |

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:

There will be two projects in this course, each involving a series of smaller assignments:

1. Interface Design
   This project will focus on the design of an effective website interface. You will be given a client and content, from which you will develop a site structure and graphic comps of the website interface and typographic layout. This project will be broken into five (5) assignments: thumbnails, mood boards, interface roughs, interface comps, and the final designs.

2. Website Design and Build
   The second project begins with interface design and site structure, but culminates in the production and publishing of a website. This will involve image production for the web as well as authorship of HTML, CSS, and behavioral components such as Flash and jQuery. This project will be broken into eight (8) assignments: site map/content outline, thumbnails, mood boards, interface roughs, interface comps, HTML page templates, CSS documents, and behavioral elements.
You will receive two (2) grades for each project. The first will be for your process assignments (thumbnails, mood boards, site maps, and content outlines), and the second will be for the design and build (roughs, comps, and web files).

(List all quizzes, projects, reports, activities and other components of the course grade -- including a brief description of each assignment that clarifies its contribution to the course's learning objectives)

19. Rubric and Grading Scale:

<table>
<thead>
<tr>
<th>Evaluation Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Research/Documentation</td>
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<td>5. Presentation and Attention To Detail</td>
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<td>6. Project Management</td>
</tr>
<tr>
<td>Managing your time well, communicating effectively, and being punctual.</td>
</tr>
</tbody>
</table>

Grading Scale:
Grades in this course will follow the standard 4.0 scale. Your final grade for the course will be an average of the points accumulated for each assignment. The chart below lists the points associated with each letter grade.

A letter grade of "A" indicates truly exceptional work that far exceeds minimum expectation.
The letter grade "B" is indicative of work that is clearly above average, going beyond the minimum expectation.
A "C" is assigned for work that meets the minimum required standards, but is not exceptional in execution or concept.
Receiving a "D" indicates that the work does not meet the minimum expected standards.
An "F" is assigned in situations where the work is exceedingly poor or nonexistent.

Grading Scale:
A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = 59 and below

(List all components of the course grade -- including attendance and/or participation if relevant -- with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

20. Justification for Graduate Credit: N/A

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Tiger Cub, Faculty Handbook, or any existing university policy.)

POLICY STATEMENTS

Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.)
**Excused Absences:** Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Tiger Cub for more information on excused absences.

**Make-Up Policy:** Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

**Academic Honesty Policy:** All portions of the Auburn University student academic honesty code (Title XII) found in the Tiger Cub will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

**Disability Accommodations:** Students who need special accommodations in class, as provided for by the Americans With Disabilities Act, should arrange for a confidential meeting with the instructor during office hours in the first week of classes (or as soon as possible if accommodations are needed immediately). The student must bring a copy of their Accommodation Letter and an Instructor Verification Form to the meeting. If the student does not have these forms, they should make an appointment with the Program for Students with Disabilities, 1288 Haley Center, 844-2096 (UIT).
GDES 3240 - Interactive Design

Prerequisites
GDES 2230, 4 credit hours, Junior Standing (Graphic Design Majors).

Course Description
This course is a survey of professional methods and industry-standard technologies used in the design and development of web-based interactive media. Emphasis will be placed on conceptual development for interactive media, basic interface design, and information architecture.

Student Learning Outcomes
At the conclusion of this course, students will be able to...
1. Develop the information architecture for a website that meets both users' task goals and the client's communication needs.
2. Create a visual design system for a website interface that meets the client's communication needs and addresses the particular characteristics of delivering content in the web-browser space.
3. Build a website with HTML and CSS using contemporary standards-based methods.
4. Appropriately implement interactive features and simple animation on a website using jQuery and/or Flash components.
5. Manage all steps of the planning, design, and development of a website project following industry best-practices.

Course Topics
1. Introduction to Web-based Media (history and technologies)
2. Technologies (HTML, CSS, Javascript, Flash, GIF, JPEG, PNG)
3. Information Architecture
4. Conceptual Strategies for Interactive Media
5. Typography and the Grid in the Browser and Mobile Devices
6. Navigation and Website Wayfinding Systems
7. Interface Patterns
8. Production Techniques for the Web

Supplies: Hardware
1. Usual creative gear: sketchbook, tracing paper, pencils (all as needed)
2. External Hard Drive (USB 2.0, Firewire 800, or better connection)

Supplies: Software
1. Adobe Photoshop CS5, Illustrator CS5, Flash CS5
2. TextWrangler or TextMate
3. Fetch (http://fetchsoftworks.com/fetch/free)
4. CSSEdit (optional)

Required Text Book
InterACT with Web Standards: A Holistic Approach to Web Design

Recommended Resource
Lynda.com provides a subscription service that gives you 24/7 access to a vast library of software training videos. These are not required for the course, but the following training titles would be helpful supplements...
1. “CSS Positioning Best Practices”
2. “CSS Web Site Design”
3. “Photoshop CS5 for the Web”
4. “Flash CS5 Essential Training”
5. “XHTML and HTML Essential Training”
6. “HTML5 First Look”
7. “Web Design Fundamentals”

Attendance
The learning curve for interactive design is quite steep. There is a large amount of new technology to learn and a plethora of design considerations that are unique to the delivery of online media. Every assignment and lecture in the course builds on the last, so missing a single component along the way can set you back a week or more very quickly. Further, while I make every effort to supplement learning in the classroom with outside conferences as needed, there is only one of me and many of you. I will not repeat lectures since there is insufficient time to do so and office hours should be reserved for situations in which a student needs extra assistance.

You are allowed a maximum of two (2) unexcused absences in this course. Every additional absence beyond this limit will lower your final grade by one full letter. Showing up late three three (3) times will count as a single absence. If you show up after I have already taken roll, it is your responsibility to ensure that I count you as present for the day.

Deadlines
Failure to turn in an assignment or project on its assigned due date—for any reason other than an excused absence—will result in a grade of “F” for that assignment or project. If you anticipate that an upcoming event will preclude your ability to meet a required deadline, please let me know in advance so that arrangements can be made, or work with one of your classmates to have your work turned in on time.

Grading Scale
Grades in this course will follow the standard 4.0 scale. Your final grade for the course will be an average of the points accumulated for each assignment. The chart below lists the points associated with each letter grade.

A letter grade of “A” indicates truly exceptional work that far exceeds minimum expectation.
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Grading Scale: A = 100 - 90; B = 89 - 80; C = 79 - 70; D = 69 - 60; F = 59 and below

Assignments
There will be two projects in this course, each involving a series of smaller assignments:
1. Interface Design
This project will focus on the design of an effective website interface. You will be given a client and content, from which you will develop a site structure and graphic comps of the website interface and typographic layout. This project will be broken into five (5) assignments: thumbnails, mood boards, interface roughs, interface comps, and the final designs.

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You will receive two (2) grades for each project. The first will be for your process assignments (thumbnails, mood boards, site maps, and content outlines), and the second will be for the design and build (roughs, comps, and web files).

### Evaluation Standards
Your work will be evaluated based on the following criteria...

1. **Research/Documentation**
   - The ability to pursue necessary information, maintain a high degree of inquiry, and clearly document all decisions and research.

2. **Conceptual Development**
   - Developing a meaningful and effective conceptual strategy for online experience and visual components.

3. **Information Structure/Navigation/Interface Design**
   - Making rational decisions that consider the needs and goals of a user, organizing content effectively, and accommodating the required functions of the site.

4. **Technology**
   - The ability to efficiently implement technology in a manner that is most appropriate to the intended purpose of the project.

5. **Presentation and Attention To Detail**
   - Presenting your work professionally and producing high quality output.

6. **Project Management**
   - Managing your time well, communicating effectively, and being punctual.

Following each project, you will receive a grade and private written evaluation. If you wish to speak with me regarding your grades or evaluations, please see me outside of class or during office hours.

### Excused Absences
Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the Student Policy eHandbook for more information on excused absences.

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### Course Content Outline
The following is a weekly outline showing the order of assignments and due dates for the two course projects:

**Week 1:** Course Overview, Basic Terminology, and Introduction of First Project.

**Week 2:** Conceptual Development, Thumbnail Critique.

**Week 3:** Conceptual Development, Mood Board Critique.

**Week 4:** Design Development: Interface Roughs.

**Week 5:** Interface Comp Critique.

**Week 6:** Project 1 Due, Introduction of Second Project.

**Week 7:** Site Structure, Site Map and Content Outline.

**Week 8:** Conceptual Development: Mood Board Critique.

**Week 9:** Conceptual Development: Thumbnail Critique.

**Week 10:** Design Development: Interface Rough Critique.

**Week 11:** Interface Comp Critique.

**Week 12:** Production, HTML Page Templates.

**Week 13:** Production, CSS Documents.

**Week 14:** Behavioral Components, Flash and jQuery.

**Week 15-16:** Project 2 Due.