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 4270

3. Effective Term: Fall 2012

4. Course Title: Advanced Interactive Media

5. Requested Action:
   - Renumber a Course
   - Add a Course
   - Revise a Course

6. Course Credit:
   Contact/Group Hours | Scheduled Type (e.g.: Lab, Lecture, Practicum, Directed Study) | Weekly or Per Term? | Credit Hours | Anticipated Enrollment
   Maximum Hours (Repeatability): 4 | 8 studio | weekly | 4 | 15

   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 3240.

9. Restrictions:
   List specific restriction in space above.
   - College
   - Major
   - Standing
   - Degree

10. Course Description:
   (20 Words or Less; exactly as it should appear in the Bulletin)
   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?
    (e.g.: minor, major, etc.) | (e.g.: MS in Chemistry, Performance Option, Minor in Art) | (required or optional?)
    BFA | GDES | elective

12. Affected Program(s):
    (Respond “N/A” if not included in any program; attach memorandum if more space is required)

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
14. Justification: The course has been taught as a special topics more than twice. Course covers content not specifically covered within any other course offerings.

(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: Students should gain: a basic understanding of user centered design; for information design and data visualization; design for multi-touch mobile devices; and iOSapp design and development.

(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:

<table>
<thead>
<tr>
<th>Calendar</th>
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<tbody>
<tr>
<td>Week 1-3 Research digital publications; prepare and present creative brief;</td>
</tr>
<tr>
<td>Week 3-4 Develop magazine brand; determine visual direction;</td>
</tr>
<tr>
<td>Week 4-5 Develop navigation system, feature article and special features;</td>
</tr>
<tr>
<td>Week 5-7 Present special features; develop and present dynamic TOC and feature article;</td>
</tr>
<tr>
<td>Week 8-9 Finalize and present digital publication; iPhone/iPad app research and development;</td>
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<td>Week 10-12 Concept and creative brief presentation; Wireframe and content workflow presentation; Interface sketch presentation;</td>
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<tr>
<td>Week 13-14 Interface design presentation;</td>
</tr>
<tr>
<td>Week 15-16 Final presentation of iPhone/iPad app;</td>
</tr>
</tbody>
</table>

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

18. Assignments / Projects:

<table>
<thead>
<tr>
<th>Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project 1: Digital magazine for iPad; 60%</td>
</tr>
<tr>
<td>Project 2: iPhone/iPad application design; 40%</td>
</tr>
<tr>
<td>Both projects enable students to explore iOS application design and development workflow, standards and guidelines. Students will create user-centered, screen based design for mobile devices and platforms.</td>
</tr>
</tbody>
</table>

(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>
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<th>Evaluation</th>
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<tr>
<td>Your final grade will be the average grade of projects, plus consideration for attendance, class participation, presentation and professional attitude. Your project will be evaluated and graded on the following criteria:</td>
</tr>
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<td>1. research/documentation</td>
</tr>
<tr>
<td>The ability to document research and design process;</td>
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<td>5. project management</td>
</tr>
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| Assignments will be graded at specified times throughout the semester. Projects will be turned in along with pdf files documenting research and process (including scanned thumbnails and roughs) for each assignment at these times. An evaluation form will be given to you with a brief
explanation of the grade. It will not be possible to pass this class without producing the required preliminary work. Your final grade will be an average of project grades plus consideration for attendance and for professional attitude (motivation, participation in studio, preparation for class, presentation and craft). Criteria used will be the instructor’s evaluation of whether or not the projects submitted by the student fulfills the intent of the course and whether or not the project meets the professional standards set forth in class. Plagiarism will constitute an automatic grade of “F” on that project. Only work turned in on time may be revised after grading but no work will be re-graded. However, all revised work will be taken into account in the final portfolio evaluation. In the event of a student not being able to complete all the course work on time, it is their responsibility to initiate a meeting with the instructor to discuss possibility of the grade of Incomplete (IN) being issued for the course. All grade form evaluations will be e-mailed — please check your email.

Grading Scale:
A = 100 - 90
B = 89 - 80
C = 79 - 70
D = 69 - 60
F = 59 and below
A. Unusual and superior work that demonstrates excellent research, concept development, visual execution, and presentation. Care is taken at all stages of the design process.
B. Above average work that is the result of research, good concept development, good visual development, and good presentation. Care is taken at all stages of the design process. This grade may be given if the concept and effort are strong, but the final product falls short of ambition.
C. Average work. Adequately fulfills the requirements of the assignment. Ordinary concept and/or visual execution, minimal attention to presentation, minimal investment in preliminary work.
D. Lack of concept, poor visual development, poor presentation, inadequate investment in preliminary work.
F. Little or no work completed; late work.

(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 5/1 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, 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, 128B Haley Center, 844-2006 (v/TT).
GDES 4270 Advanced Interactive Media

Fall 2012
Wei Wang, Alumni Professor of Graphic Design, Auburn University, E-mail: wangwe1@auburn.edu, 4 credit hours

Lab Rules
- No food or drink
- No spray glue or fixatives
- No loud music
- No music file sharing
- No cell phones

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Class Policy
Prerequisites: Graphic Design major. GDES 3240.

Student Learning Outcomes
Students will be able to create user-centered design for screen-based dynamic media.

Students will be able to research and analyze problems and develop a conceptual framework for real world applications.

Students will understand iOS app design and development workflow and industry standards.

Objectives
Advanced Interactive media focuses on the principles and methodologies used throughout the interactive design industry for creating screen-based dynamic media — database driven Web sites, user-centered system design, mobile applications, etc. Students develop a conceptual framework for real-world applications, exploring industrial, social and cultural issues.

Course topics include:
- User centered design and experience design
- Information design, data visualization and GUI design
- Mind map and storyboard
- Design for multi-touch mobile devices
- iOS app design and development

Attendance
An effective environment in studio courses necessitates student-teacher contact as well as contact between students. It is evident that only those students attending class can benefit from critiques, lectures or exchanges which may become necessary in the course of a class meeting. It will be the policy in this class to allow 3 unexcused absences during the semester without penalty. However, each succeeding absence will incur a penalty of one letter grade from the final average — save your absences for unexpected events. In this class, I will give many lectures and demonstrations. Missing one class day may cause you much more time and effort, so that I hope all of you can have perfect attendance in order to get the most from this class. lates: if you come to class late, check with me, you may be marked absent. I will call
the roll usually between 8:05 – 8:10 a.m. Three lates count as one absence.

Deadlines
Each phase of the project is due on a specific deadline (see class calendar) Failure to turn in an assignment on that particular deadline constitutes the grade of F on that phase of the project. Personal absence will not excuse one’s work from a deadline. (Have someone turn your work in for you if you can not attend class.)

Grading
Assignments will be graded at specified times throughout the semester. Projects will be turned in along with pdf files documenting research and process (including scanned thumbnails and roughs) for each assignment at these times. An evaluation form will be given to you with a brief explanation of the grade. It will not be possible to pass this class without producing the required preliminary work. Your final grade will be an average of project grades plus consideration for attendance and for professional attitude (motivation, participation in class, preparation for class, presentation and craft). Criteria used will be the instructor’s evaluation of whether or not the projects submitted by the student fulfills the intent of the course and whether or not the project meets the professional standards set forth in class. Plagiarism will constitute an automatic grade of “F” on that project. Only work turned in on time may be revised after grading but no work will be re-graded. However, all revised work will be taken into account in the final portfolio evaluation. In the event of a student not being able to complete all the course work on time, it is their responsibility to initiate a meeting with the instructor to discuss possibility of the grade of Incomplete (IN) being issued for the course. All grade form evaluations will be e-mailed — please check your email.

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