

# ART 4909-01

## INTERACTIVE DESIGN 2

### COURSE OVERVIEW

Art 4909 is a course that comprises the study and use of literature and research methods in the area of interactive design communication to develop effective design. It also includes the study and use of applications software for the production of competent interactive design work. Specifically, this course addresses the following:

#### THE STUDY OF INTERNET AS A MEDIUM OF COMMUNICATION:

Consists of knowing the physical configuration of the Internet and the way it supports information – the way the information is organized, configured, and articulated.

#### THE STUDY OF USER-CENTERED DESIGN PRINCIPLES:

User-centered design principles are statements drawn from studying the suitable interaction between the users and the interface. These principles are later applied for the design of competent interactive objects.

The study of user-centered design principles comprises the review of existing literature in the area of user-centered design. It also includes the conduction of research methods such as user testing. These activities are aimed at understanding the design of information that is relevant and interesting to the user, that is easy to see, easy to understand, and easy to interact with.

#### THE DESIGN OF INTERACTIVE COMMUNICATION:

The studies outlined above provide information for the design of successful interactive communication.

The design of interactive communication includes the study of the design problem, the development, production, and evaluation of interactive design projects. The study of the design problem addresses the definition of the suitable interaction between the users and the interface, and it involves user testing. The development, production, and evaluation of interactive design projects consists of the following:

- The creation of a static prototype depicting the interactive design solution
- The creation of a working prototype
- The use of evaluation tools to study the effectiveness of the solution

### COURSE OBJECTIVES

By reading the literature assigned, by listening to the instructor, and developing the technical assignments and the interactive design assignments and projects, you will accomplish the following:

- Suitable understanding of the concept of the Internet and the Web as a medium of communication.
- Appropriate knowledge and skills in gathering information through conducting user testing, and in developing interactive objects that apply user-centered design principles.
- Competent skills in using applications software to produce effective interactive design.
- Appropriate knowledge and skills in using evaluation tools to study the effectiveness of the interactive design solutions.
- Good practices of team work through developing large and complex interactive design projects.

ART + DESIGN DEPARTMENT  
UNIVERSITY OF MINNESOTA  
DULUTH

Spring 2007  
Course #67281

T+Th, 2–3:50pm  
SPE 17

#### CONTACT INFO

Anthony J Rostvold, MFA  
234 Engineering  
218.726.8423

rostoo39@d.umn.edu  
im: anthonyjrosvold  
(aol, yahoo, msn, google)

[www.d.umn.edu/~rostoo39](http://www.d.umn.edu/~rostoo39)

#### OFFICE HOURS

M, 3–4pm, T 1–2pm  
W, 3–4pm  
(available online)

#### TEXTBOOKS

*Dreamweaver 8, Beyond the Basics*. By Joseph Lowery.  
ISBN 0-321-22856-1  
(required)

*Web Style Guide*. by Patrick J Lynch and Sarah Horton.  
ISBN 0-300-08898-1  
(recommended)

[www.webstyleguide.com](http://www.webstyleguide.com)  
*Web Style Guide* is entirely online you may purchase it if you would like. Other readings will be assigned throughout the semester.

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### COURSE REQUIREMENTS

In order to fulfill course requirements, you are expected to attend and participate in class, to develop the technical assignments with Dreamweaver 8, as well as to develop interactive design assignments and projects.

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### GRADING POLICY

Grades will be determined by student performance on class and homework assignments, projects, attendance and participation. Projects will be given a letter grade based on the + or - system. Your final grade is determined as follows:

- 10% attendance and participation
- 10% technical projects
- 30% homework assignments and online journal
- 50% major course projects

### MATERIALS

Storage media: USB flash drive, iPod, or external hard drive. Secondary backups on CDs or DVDs are critical. Lost files will not be a valid excuse.

Final projects will be submitted on a CD-R

### PUNCTUALITY POLICY

Late assignments and projects are highly discouraged. A written explanation is required if a due date is missed due to illness or other issues. The instructor will accept late individual projects, but the grades will be reduced by one letter grade for each class day they are late. Discuss absences or difficulties with the instructor in advance so he can anticipate a problem and act accordingly.

### ATTENDANCE POLICY

Students are expected to attend all class meetings as scheduled. You are excused for two absences per semester; each absence that exceeds this number will result in the lowering of your final grade one letter (A to B, B to C, ect) If you have a problem that requires you to miss class more than two times, you must discuss this with the instructor in person if possible. Written explanation via email will also be needed.

### GRADING

96-100 = A  
90-95 = A-  
87-89 = B+  
84-86 = B  
80-83 = B-  
77-79 = C+  
74-76 = C  
70-73 = C-  
67-69 = D+  
64-66 = D  
60-63 = D-  
60-00 = F

### COMMUNICATION POLICY

There are times when the instructor will need to reach the class for special announcements, due date changes, ect. You are required to maintain a University of Minnesota Duluth (UMD) email account, and check it daily. If you prefer using a non-UMD email address, set up your 'U' account so it forwards to the other one.

### ACCOMMODATIONS

If you have any special needs which hinder your ability to meet the basic requirements of the class, please inform the instructor the first week of class. All university policies apply to this class with regards and respect and fairness to all no matter, race, creed, religion, sexual preference, gender, beliefs, and physical disability.

It is University policy to provide, on a flexible and individualized basis, accommodations to students with disabilities that may affect their ability to participate in course activities or to meet course requirements.

Students with disabilities are also encouraged to contact Disabilities Services and Resources to discuss their individual needs for accommodations.