

Catalog Description

Designing for the web and mobile sites is all about making the user experience. The ARTS-4338 INTERACTIVE DESIGN is an upper level graphic design course in web media graphics and architecture. Interactive design (IXD) is defined as a user-oriented field of study that focuses on meaningful visual communication of media through collaborative processes between people and technology. The course content will be focused on UI/UX Design through responsive layouts with multiple devices and platforms by using merging prototyping tools. The course is a three credit hours studio class. The lectures and demonstrations will cover HTML code, CSS rules, Dreamweaver technique, UI/UX Design, and additional interactive design applications.

Description of Instructional Methods:

The structure of the class includes lectures, demonstrations, in-class studio activities such as group discussion, project developments, and peer critique. Projects will be assigned and due on the scheduled dates. At the completion of assigned projects, a critique and presentation will take place.

Course Objectives

1. To understand the importance of the web as a medium of visual communication.
2. To understand the principles of creating an effective web page and web site, including a consideration of information architecture.
3. To become familiar with graphic design principles that relate to interactive design.
4. To develop skills in digital imaging for web production.
5. To learn the language of the web environment such as HTML and CSS.
6. To think and build a layout like a typographer while designing products for the web.
7. To enhance problem solving skills in practicing the usability of a website.
8. To explore visual languages through a variety of interactive media.

Student Learning Objectives / Outcomes for the Course:

Upon completing the ARTS-4338 course, students will be able to create

- web pages through valid HTML5 tags and attributes.
- website hierarchy and construction through CSS syntax, rules, values, selectors, and properties.
- Responsive Design through web design applications and techniques.
- UX Designs through Adobe CC prototyping tools such as Adobe Dreamweaver and Adobe XD.

Student Learning Outcomes for UTRGV's Graphic Design Majors (Core Curriculum Requirement)

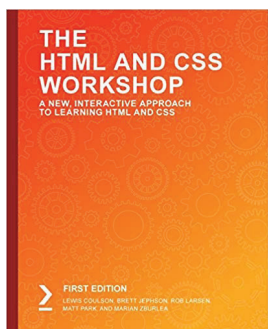
A Bachelor of Fine Arts with Graphic Design Concentration at UTRGV prepares students for serious professional work in the field. The curriculum emphasizes concept development and application, work with clients and professional development, including the establishment of a working portfolio. Students who graduate from the program are equipped for a broad range of practices in the design field such as interactive design, art direction, publication design, including print and advertising, multimedia and web design, motion graphics, photography and social service design in a variety of settings. UTRGV Graphic Design alumni follow a wide range of individual paths, including running their own design studios, working for large corporations or specializing in web and interactive media. Some students also choose to earn a master's degree in the field, opening many possible horizons.

Major Course Requirement and the Standards of Completing Successful IXD Projects / Course Expectation for Students

After completing this course, students should be able to

1. apply IXD design principles including the principles of web typography and user-centered designs when developing projects.
2. establish a concept in the entire IXD process.
3. write and apply code (HTML, CSS, and Javascript) for visualizing responsive design with multiple devices.
4. use text, data, graphics, sound, and video appropriately in a process of web design and web site development.
5. produce separate visuals for page layouts with a strong visual consistency in the UI/UX design.
6. create a user-friendly navigation.
7. become an effective IXD designer and problem solver in the UX field by using the industry standard prototyping tools.
8. become a responsible team player in a collaborative environment.

ARTS-4338 (CRN: 54675)
Professor: Ping Xu
Class Meeting Time: 10:55 am - 1:35 pm_TR
Classroom: EVABL - 1.223
Office: EVABL - 1.209
Office Hours: 2:00 pm - 4:00 pm_MW
and by appointments: 956-777-1126 (c)
E-mail: ping.xu@utrgv.edu



Teaching Philosophy

“The real success is finding your life work in the work that you love.” The real joy of teaching comes from student success. I desire to be a successful educator. I fully commit myself to both teacher-scholar model and teacher-designer model. To prepare students for the real world, I teach my students not only fundamental knowledge and techniques, but also their critical thinking and problem solving capabilities. I mainly endeavor to address my teaching on the following four aspects:

1. Explaining complex theories through demonstrations and workshops.
2. Stimulating student’s interest in exploring their critical thinking and the concept of work, and assist them to produce professional work.
3. Introducing and encouraging students to learn the most updated technologies.
4. Teaching technical problems solving skills to students when they exploring complex design projects.

Required Textbook and Recommended Resources

Please visit the blog for more information

- The HTML and CSS Workshop: A New, Interactive Approach to Learning HTML and CSS
- Adobe XD CC Classroom in a Book (2019 Release)

Recommended Resources & Periodicals for Inspirational Materials

Behance | Communication Arts Interactive Design Annual | Smashing Magazine

Recommended Browsers: Firefox or Google Chrome

Process Book

In this course students will be required to have a process book/design idea diary (8.5 x 11) for the entire session with entries for each assignment and each class meeting. The book should include sketches, notes, ideas as well as visual inspirations/imagery from interactive design magazines, websites, books, etc. (can be copied cut out)-interactive/web designs that are interesting/inspirational to you. The process book will be counted as a graded component in each one of the assignments that is presented in this session. Any support materials or resources such as periodical, book, etc. presented by photocopies of articles and work sourced materials should relate to the content that we are covering during each assignment. All project notes should be easily sourced in your process books. Any test prints or copies should also be included in your book. All project information/handouts should be filed into the process book as well.

Supplies & Materials

- Recommended and required books_available on Amazon
- Process Book_3 ring binder_available at OfficeDepot
- For back-up/transportation purposes, please purchase a 64 GB USB drive or an external hard drive.

Student Services

Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Students Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment. Locations are:

- Learning center: BSTUN 2.10 (Brownsville) or ELCTR 100 (Edinburg)
- Writing center: BLIBR 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
- Advising center: BMAIN 1.400 (Brownsville) or ESWKH 101 (Edinburg)
- Career center: BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)

Students with Disabilities

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive academic accommodations should contact Student Accessibility Services (SAS) for additional information. In order for accommodation requests to be considered for approval, the student is responsible for providing sufficient documentation of disability to SAS and participating in an interactive discussion with SAS staff. Accommodations may be requested at any time but are not retroactive. Please contact SAS early in the semester/module for guidance. Students who experience a broken bone, severe injury, or undergo surgery may also be eligible for temporary accommodations.

Student Accessibility Services | Email: ability@utrgv.edu

Edinburg Campus:
108 Unniversity Center (EUCTR)
Phone: (956) 665-7005

Brownsville Campus
1.107 Music and Learning Center Building (BMSLC)
Phone: (956) 882-7374

Scholastic Integrity:

As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

Sexual Harassment, Discrimination, and Violence

In accordance with UT System regulations, your instructor is a "Responsible Employee" for reporting purposes under Title IX regulations and so must report any instance, occurring during a student's time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct and discrimination. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at 665-8287, 882-8282, or OVAVP@utrgv.edu.

Pregnancy, Pregnancy-related, and Parenting

Title IX of the Education Amendments of 1972 prohibits sex discrimination, which includes discrimination based on pregnancy, marital status, or parental status. Students seeking accommodations related to pregnancy, pregnancy-related condition, or parenting (reasonably immediate postpartum period) are encouraged to contact Student Accessibility Services for additional information and to request accommodations.

Attendance Policy

Students are expected to attend all scheduled classes and may be dropped from the course for excessive absences. UTRGV's attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Tardiness Policy

A tardy means you are being late over 5 minutes when you clock in. Tardiness is not tolerated in this class. Three tardies will be counted as an absence. A tardy or an absence on a critique/presentation day will result in a grade reduction for that project.

Effort Policy

Students are expected to keep track of their performance throughout the semester, and seek guidance from the instructor and available sources. If their performance drops below satisfactory levels. Unprepared, late to class, and/or non-participating students will receive a reduced project grade when applicable.

Back-up Policy

In order to prevent unexpected file damages or disk errors, please back up your important files and project folder at two different places/disks. If a late project occurred due to a file damage, a grade deduction will still be conducted.

Grading Policy

Student works will be assessed for creativity, presentation, and content value, based on professional standards. In determining students' grade of the course, the consideration is given to the following areas: Attitude, attendance, constructive participation, development of concepts, aptness of thought, originality, composition, construction, curiosity, tenacity, inventiveness, presentation, and technical proficiency in working those assigned projects. The final grade of the course will be the sum of the project scores divided by the quantity number of projects.

Performance Levels (apply to each project):

Excellence_90 - 100 [A]

Presents extremely imaginative idea and shows excellent technical/presentation skills. The project may also go well above and beyond the parameters of the exercise. Solid class discussions and critique involvement are also involved.

Above Average_80 - 92 [B]

Completes a solid overall development with original thought through the process of project developments. It also shows good design incite and work ethic. Regular participation in class discussions and peer critiques are also maintained.

Average_70 - 79 [C]

Meets the parameters of the problem, but does not exhibit originality or may be presented in a condition or manner that does not effectively communicate the goals of the exercise or in essence lacks proper execution.

Weak_60 - 69 [D]

Unacceptable_0 - 59 [F]

Point Deduction / Grade Deduction:

A three-point deduction will be received for the grade of a single project by each unexcused absence during the period of the project.

One letter will be deducted for the grade of a single project if the student absents a class in a critique day/presentation day, or delays a project.

Course Drops

According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the "3-peat rule" and the "6-drop" rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time. **The student will be dropped by the instructor from the course if the student absents more than 6 classes.**

Mandatory Course Evaluation

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<https://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available on or about:

April 10 - 29, 2020

Topics & Technologies

- HTML5 Coding and Validation
- CSS Rules and Validation
- HTML Page Redesign
- HTML Website
- Dreamweaver Technique
- UX Design

Applications > Adobe IXD Software

- Bracket
- Adobe Dreamweaver CC 2020
- Adobe XD CC 2020
- Adobe Illustrator CC 2020
- Adobe Photoshop CC 2020

Project Activities

- Project-1A & 1B: HTML Page redesign through HTML & CSS
- Project-1C: HTML Site through Dreamweaver CC
- Project-2: UX Design - Collaborative Project

Calendar of Activities

January 14	Class Begins
January 16	Last day to add a course or register for Spring 2020
January 16	Project-1A & 1B Begin
January 20	Martin Luther King Jr. Day – NO classes
February 11	Project-1C Begins (HTML Site / Dreamweaver)
March 9-14	Spring Break – NO classes
March 24	Project-2 Begins (UX Design)
April 9	Last day to drop the course and receive a DR grade
April 10-11	Easter Holiday - NO classes
April 30	Study Day - NO classes
May 5	Final Exam Day of the ARTS-4338 class (The due day of the final project)

Mini Survey

Please answer the following questions

Name: _____

Major (& Minor): _____ / _____

What year are you in?

- Freshman
- Sophomore
- Junior
- Senior

Have you already taken the following courses? Please check those courses which you have completed.

- ARTS-1311 Design I (2D Design)
- ARTS-1312 Design II (3D Design)
- ARTS-2313 Design Communication
- ARTS-2363 Typography
- ARTS-3330 Image & Illustration
- ARTS-3333 Design & Production
- ARTS-3354 History of Graphic Design
- ARTS-4334 Advanced Graphic Design
- ARTS-4337 Digital Photography
- ARTS-4391 Internship

Syllabus Receipt:

I have received a copy of the course syllabus for ARTS-4338 class. I have read and understand its content. I agree that following behaviors during the class period will not be permitted, and will result in a grade penalty:

1. Email checking
2. Facebook surfing
3. Mobile calling
4. Eating and drinking

Printed Name: _____

Signature: _____

Student I.D. Number: _____

Student E-mail: _____

Student Tel. Number: _____

Date: _____ / _____ / _____