# UTRGV™

# ARTS-4338 Interactive Design
CRN: 39142 | ARTS-4338 (01) / SYLLABUS - Fall 2023

## Course Information
Meeting Times: 10:55 AM – 1:35 PM, MW
Date Range: August 28 – December 11, 2023
Course Modality: Face-To-Face
Prerequisite: ARTS-2331 or ARTS-3331
Course Blog: https://pxstudio.us/blog/?cat=62
Primary Classroom: EVABL 1.112
Additional Classroom for Class Meetings: EVABL 1.225
Virtual Meeting: https://utrgv.zoom.us/j/3146949266 | Meeting ID: 314 694 9266
Campus Maps

The syllabus of ARTS-4338 Graphic Design I is your guide to the course and what will be expected of you in the course. It includes course introduction, course objectives, student learning outcomes, university policies and rules, required texts, a schedule of assignments and grading policy for the assigned projects.

## Instructor Information
Instructor Name: Ping Xu, MFA
Associate Professor of Visual Communication Design (SOAD)
Education: I hold an MFA in Visual Communication and a BFA in Visual Communication, providing a solid foundation for fostering creative exploration and academic growth.
https://pxstudio.us/blog/?page_id=41675

Industry Experience: With a dynamic career in the advertising industry, I have thrived as a Creative Director and Director of Production Management, accumulating three years of invaluable expertise. My role as an Art Director further enriched my understanding of visual storytelling over another three-year span. Additionally, I have dedicated four years as a Graphic Designer, honing skills that bridge innovation and aesthetics.

Passion for Teaching: Since 2003, I have contributed to higher education institutions in the US as a Design Educator, sharing my practical insights and nurturing the talents of future designers.

Recognition: My accomplishments extend to being an Award-Winning Graphic Designer, acknowledged both nationally and internationally, underscoring my commitment to excellence.
https://pxstudio.us/blog/?cat=26

UTRGV E-mail: ping.xu@utrgv.edu
Office Phone: (956) 665-7500

Office Location: EVABL 1.209, 2412 S. Closner (Bus 281)
Office Hours: 12:00 – 2:00 PM (Tuesday) & 1:00 – 2:00 PM (Thursday)

## Welcome and Teaching Philosophy

Welcome to my class of ARTS-4338 Interactive Design at School of Art & Design's program of Visual Communication Design! We are thrilled to have you as part of our academic community. As you embark on this journey of learning and growth, we encourage you to take full advantage of my office hours and availability. Whether you have questions about course material, need guidance on assignments, or simply want to discuss academic pursuits, we are here to support you. My goal during these interactions is to foster a deeper understanding of the subjects we explore together, provide clarifications, and offer valuable insights that will enrich your educational experience. Your success is our priority, and I look forward to engaging with you during our class meeting time and office hours.

My teaching philosophy is encapsulated by the adage, "The real success is finding your life's work in the work that you love." As an educator, I derive joy from witnessing my student success. I am dedicated to embodying both the teacher-scholar and teacher-designer models. My approach centers on equipping students for the realities of the professional sphere by not only imparting foundational knowledge and techniques but also nurturing their critical thinking and problem-solving capacities. I focus on the following four dimensions in my pedagogical pursuit:

**Demonstrative Learning**: I elucidate intricate theories through engaging demonstrations and interactive workshops, enabling students to grasp complex concepts effectively.

Fostering Curiosity and Professionalism: I kindle students' curiosity, urging them to delve into critical thinking and the essence of their creative work. My aim is to guide them in producing work of a professional caliber.

**Technology and Innovation**: I introduce students to cutting-edge technologies and actively encourage their exploration of the latest trends in interactive design. This equips them with relevant and current skills.

**Problem-Solving Proficiency**: When undertaking intricate design projects, I impart technical problem-solving skills to my students. This empowers them to confidently navigate and surmount challenges.

## Course Description

Designing for web and mobile platforms revolves around crafting a user-centric experience. ARTS-4338 INTERACTIVE DESIGN, an advanced graphic design course, delves into the realm of web media graphics and architecture. Interactive Design centers on user-centric visual communication design and media, achieved through collaborative synergies between people and technology. This course underscores UI/UX Design, delving into responsive layouts across diverse devices and platforms using emerging prototyping tools. Comprising three credit hours, this studio class seamlessly integrates lectures and demonstrations that encompass HTML coding, CSS regulations, Dreamweaver techniques, and the intricacies of UI/UX Design.

## The Project of the ARTS-4338 Course

Project-1A: HTML Page Redesign (15%)
Project-1B: HTML Page Redesign (15%)
Proejct-1C: HTML Website (60%)
HTML Quiz (10%)
Project-2: UI/UX Design (100%)

## Couse Objectives / Student Learning Objectives
By the completion of the course, you will:

1. Recognize the Significance of Web as a Visual Communication Medium: Gain a profound understanding of the pivotal role the web plays as a medium for impactful visual communication design.
2. Master Effective Web Page and Site Creation: Acquire the principles necessary for crafting compelling web pages and websites, with a focus on information architecture to ensure a user-friendly experience.
3. Integrate Graphic Design Principles into Interactive Design: Familiarize yourself with graphic design principles that are integral to the world of interactive design, merging aesthetic sensibilities with functional interactivity.
4. Apply Web Languages with Confidence: Confidently employ the languages of the web environment—HTML, CSS, and Javascript—to bring your creative visions to life.
5. Craft Professional Screen Layouts: Cultivate the ability to design website and app screen layouts with finesse, reflecting professional standards and a seamless user experience.
6. Elevate Web Design Proficiency: Develop a robust skill set in web design and technology, positioning yourself as a competent practitioner in this evolving field.
7. Nurture UI/UX Design Expertise: Hone your skill and technological adeptness in UI/UX design, fostering the capacity to create interfaces that cater to both user needs and technological possibilities.
8. Elevate Problem-Solving in Usability Practice: Enhance your problem-solving capabilities by actively engaging in the usability evaluation of websites and applications, refining their functionality and user experience.
9. Expand Visual Language Exploration: Explore diverse interactive media, expanding your grasp of visual languages and substantially enhancing the quality of your portfolio, particularly in the domain of interactive design.

## Student Learning Objectives for Core Curriculum Requirements
The Bachelor of Fine Arts program with a concentration in Visual Communication Design at UTRGV offers a comprehensive preparation for demanding professional roles within the field. Our curriculum places significant emphasis on cultivating and applying concepts, collaborating with clients, and nurturing professional growth, which includes the development of a robust portfolio. Graduates of this program emerge equipped with a diverse skill set spanning multiple facets of design, encompassing interactive design, art direction, publication design for print and advertising, multimedia and web design, motion graphics, photography, and social service design across various contexts. UTRGV alumni of Visual Communication Design pursue diverse trajectories, from establishing their own design studios to contributing to major corporations, or

specializing in web and interactive media. Additionally, some students opt to pursue a master's degree in the field, opening up a plethora of new opportunities for advancement and specialization.

## Assessment of Learning (Grading Policy)

Aligned with professional benchmarks, your work will be evaluated based on its creativity, presentation quality, and content value. The assessment of your performance considers the following criteria: Attitude, attendance, constructive engagement, concept development, thought aptness, originality, composition, construction, curiosity, persistence, inventiveness, presentation finesse, and technical proficiency in executing assigned projects. The final grade for the course will be a culmination of the scores achieved across various projects, divided by the total number of projects.

## Performance Levels (Applicable to Each Project)

- Excellence [A] (90 - 100): Demonstrates exceptional creativity with imaginative ideas, coupled with outstanding technical and presentation skills. Often exceeds the parameters of the exercise. Active participation in class discussions and critiques is also notable.

- Above Average [B] (80 - 90): Presents a well-developed project with original thought evident throughout its evolution. Reflects a good grasp of design concepts and showcases a commendable work ethic. Regular participation in class discussions and peer critiques is maintained.

- Average [C] (70 - 79): Meets the project requirements, though originality might be lacking, or the presentation may not effectively convey the exercise's goals. Execution might be below par or fail to achieve the intended outcome.

- Weak [D] (60 - 69): Demonstrates subpar performance that falls short of meeting the expected standards.

- Unacceptable [F] (0 - 59): Falls significantly below the acceptable level of performance.

## Point Deduction and Grade Adjustment

- A three-point deduction will be applied for each unexcused absence during the project period.
- An eight-point deduction will be incurred if you miss a class on a critique or presentation day or if a project is delayed.

I value your dedication to your work and the course, and these policies are designed to maintain the integrity and rigor of your learning experience.

**Required Readings, Technology Needs, and Resource Materials**

**Textbooks**
**HTML and CSS QuickStart Guide: The Simplified Beginners Guide to Developing a Strong Coding Foundation, Building Responsive Websites, and Mastering ... Web Design**
(bit.ly/3Pcrp1z)
Author(s): David DuRocher
January 22, 2021
Publisher: ClydeBank Media LLC
International Standard Book Number (ISBN): 1636100007

**Adobe Dreamweaver CC Classroom in a Book 2022 Release** (bit.ly/44tP7e5)
Author(s): James Maivald
Publisher: Adobe Press
International Standard Book Number (ISBN): 0137623305

**Recommended Hardware, Software, Subscription, Supplies & Materials**
• Apply Macbook Pro (32 GHz & 512 GB or 1TB Storage)
• Adobe Creative Cloud
• Textbook(s)_available on Amazon
• Process Book_3 ring binder_available at OfficeDepot and UTRGV Bookstore
• 128 GB USB drive and/or an external hard drive.

**Hardware & Software Requirements for the Course**
In order to actively participate in this course, it is essential that you have convenient access to a computer no older than five years, coupled with a high-speed internet connection via a cable modem. It's important to utilize supported web browsers like Google Chrome or Firefox and operating systems that align with Blackboard, which can be found on Blackboard's resource page.

**Student Technical Proficiency**
You are expected to have a proficient understanding of installing and operating a primary computer, along with competence in utilizing Adobe CC applications for the successful completion of this class. You should also be capable of navigating course content on platforms such as Blackboard or WordPress blogs and effectively sending and receiving email attachments.
For those without access to a personal computer at home, the open lab Room 2.106 in the Academic Service Building on the Edinburg campus is available for your use. Computers and relevant software can be accessed from 8 am to 9 pm every weekday.
Software Access:
Access to software provided through Adobe Creative Cloud is indispensable for the successful progression of this course. If you have inquiries regarding technical support, feel free to contact IT for guidance and recommendations at Robert.Allen@utrgv.edu.

**Topics & Technologies**
• HTML5 Coding and Validation
• CSS Rules and Validation
• HTML Page Redesign
• HTML Website Design

• Dreamweaver Technique
• UI/UX Design & Technique

**Applications**
• Adobe Photoshop CC 2023
• Adobe Illustrator CC 2023
• Adobe Dreamweaver CC 2023
• Adobe XD CC 2023 & Figma

## Calendar of Activities – Fall 2023

| | | |
|---|---|---|
| Project-1A & 1B: HTML Page Redesign Aug 30 – Nov 15 (11 Weeks)<br><br>Project-1C: Oct 4 – Dec 11 (9 Weeks)<br><br>HTML Quiz: Nov 1 | **Web Page Design & Web site Design**<br>**- Learning Objectives**:<br>Upon completing the segment on HTML coding and web page design, you will have achieved the following learning objectives:<br><br>1. Understand HTML Fundamentals<br>2. Master CSS Styling Techniques<br>3. Create Structured Web Pages<br>4. Design Responsive Layouts<br>5. Implement Multimedia Integration<br>6. Ensure Semantic Markup<br>7. Optimize for Accessibility<br>8. Build User-Friendly Navigation<br>9. Translate Design Concepts to Code | P1A & P1B: HTML Page Redesign: Oct 11, 2023<br><br>P1C: Website: Nov 15, 2023 |
| Project-2: UI/UX Design<br><br>Oct 18 – Dec 11 (7 Weeks) | **UI/UX Design - Learning Objectives**:<br>1. Grasp UI/UX Fundamentals<br>2. Prioritize User-Centered Design<br>3. Master Wireframing and Prototyping<br>4. Seamlessly Integrate Visual Design<br>5. Craft Engaging Interaction Designs<br>6. Evaluate Usability Effectively<br>7. Adapt to Cross-Platform Experiences | Project-2: UI/UX Design<br><br>Dec 11, 2023 |

## UTRGV CALENDAR OF FALL 2023

Aug. 28 Class begins
Sept. 3 The last day to add a class or register for Fall classes.
Sept. 4 Labor Day Holiday (No classes)
Sept. 13 Census Day
Nov. 10 Last day to drop (DR grade) a class or withdraw (grade of W)
Nov. 23-25 Thanksgiving Holiday (No classes)
Dec. 7 Study Day (No classes)
Dec. 8-14 Final Exams
Dec. 15-16 Commencement
Dec. 18, Monday Grades Due at 3p.m.

**Student Competition**

In the Fall semester of 2023, the VisComm Program at the School of Art & Design, UTRGV, is excited to introduce a series of student competitions designed to both validate student learning outcomes and foster ample opportunities for student success. While participations are entirely optional, we highly encourage students to engage with these enriching experiences. The competitions we are thrilled to introduce and offer include:

1. **Idea Awards 2023** International Design Competition, Korea
   Submission Deadline: October 16, 2023

2. **Cross Connections 2024** International Exhibition & Competition of Visual Communication Design & Emerging Media Design
   Submission Deadline: December 6, 2023

3. **American Advertising Awards** (ADDY) Annual Competition (Local & Regional)
   Submission Deadline: December 14, 2023

## Course Policies and Procedures

We value a positive and supportive learning environment, and for us to thrive together, we must recognize that our responsibilities, actions, and contributions can impact and transform our learning. The course policies listed below are created to ensure your success by fulfilling course expectations while remaining flexible to account for unexpected events.

**LEARNING AND TEACHING ENVIRONMENT**
In this course, I envision a dynamic and collaborative learning environment that fosters creativity, critical thinking, and mutual respect. The instructor serves as a guide, facilitator, and mentor, encouraging active student engagement and exploration. Students play a pivotal role as co-creators of knowledge, contributing diverse perspectives and actively participating in discussions, projects, and critiques.

My aim is to cultivate an inclusive and safe educational space where each student's unique insights and experiences are valued. Respectful communication and constructive feedback are essential components that ensure a positive learning experience for all. As the instructor, I am committed to providing timely guidance, actionable insights, and a supportive framework that encourages risk-taking and growth.

Together, we will collaboratively build an environment where intellectual curiosity thrives, ideas are exchanged freely, and learning is an empowering journey. By embracing open dialogue, embracing differences, and fostering a sense of community, we will create a learning-rich atmosphere that prepares students not only for academic success but also for active participation in a global society.

**ATTENDANCE**
Attendance is mandatory for all scheduled classes. Should a student accumulate more than five unexcused absences, they may be subject to course dismissal. UTRGV's attendance policy accommodates excused absences for officially sponsored university activities, religious holy days, and military service. Students are advised to communicate with the instructor prior to an

excused absence, making necessary arrangements for the completion of missed assignments or exams.

**ABSENCES/SICK POLICY**
If you are unable to attend class due to illness or personal reasons, please do not hesitate to contact me as soon as possible. Depending on your circumstances, we can explore potential accommodations to keep you aligned with the learning objectives. This could include arranging online meetings or scheduling dedicated office hours to cover any missed content. Additionally, I encourage you to make use of the resources accessible on both my teaching blog at https://pxstudio.us/blog/?cat=64 and Blackboard, where you can access class notes and materials. Your academic progress and well-being are of utmost importance, and I am here to provide support in any way I can to ensure a rewarding and successful learning journey.

The use of classroom recordings is governed by the Federal Educational Rights and Privacy Act (FERPA), UTRGV's acceptable-use policy, and UTRGV HOP Policy STU 02-100 Student Conduct and Discipline. A recording of class sessions will be kept and stored by UTRGV, in accordance with FERPA and UTRGV policies. I will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session.

**COURSE DROPS**
Instructor-initiated drops can have significant financial consequences for students. According to UTRGV policy, students may drop any class without penalty earning a grade of DR (drop) 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 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.

**ACADEMIC INTEGRITY**
Members of the UTRGV community uphold the Vaquero Honor Code's shared values of honesty, integrity and mutual respect in our interactions and relationships. In this regard, academic integrity is fundamental in our actions, as any act of dishonesty conflicts as much with academic achievement as with the values of honesty and integrity. The Writing Center is an excellent resource to assist in learning about and avoiding plagiarism in writing. Violations of academic integrity include, but are not limited to: cheating, plagiarism (including self-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 (Board of Regents Rules and Regulations, STU 02-100, and UTRGV Academic Integrity Guidelines). All violations of Academic Integrity will be reported to Student Rights and Responsibilities through Vaqueros Report It.

## Student Support Resources

We are committed to your personal, academic, and professional success; please know you can reach out to me for questions and/or I can help you identify the resources you need. UTRGV

offers student support resources designed to contribute to your well-being and academic excellence.

Students seeking academic help in their studies can use university resources in addition to an instructor's office hours. University Resources include the Advising Center, Career Center, Counseling Center, Learning Center, and Writing Center. These centers provide services such as tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and connections student employment (through Handshake and HR Student Employment). In addition, services, such as the Food Pantry are also provided. Locations are listed below.

| Center Name | E-mail | Brownsville Campus | Edinburg Campus |
|---|---|---|---|
| Advising Center | AcademicAdvising@utrgv.edu | BMAIN 1.400 (956) 665-7120 | EITTB 1.000 (956) 665-7120 |
| Career Center | CareerCenter@utrgv.edu | BINAB 1.105 (956) 882-5627 | ESTAC 2.101 (956) 665-2243 |
| Counseling Center | Counseling@utrgv.edu Mental Health Counseling and Related Services List | BSTUN 2.10 (956) 882-3897 | EUCTR 109 (956) 665-2574 |
| Food Pantry | FoodPantry@utrgv.edu | BCAVL 101 & 102 (956) 882-7126 | EUCTR 114 (956) 665-3663 |
| Learning Center | LearningCenter@utrgv.edu | BMSLC 2.118 (956) 882-8208 | ELCTR 100 (956) 665-2585 |
| University Library | circulation@utrgv.edu www.utrgv.edu/library | BLIBR (956) 882-8221 | ELIBR (956) 665-2005 |
| Writing Center | WC@utrgv.edu | BLIBR 3.206 (956) 882-7065 | ESTAC 3.119 (956) 665-2538 |

## Financial Need

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 Student 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: (956) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

## Blackboard Support

If you need assistance with course technology at any time, please contact the Center for Online Learning and Teaching Technology (COLTT).

| Campus | Brownsville | Edinburg |
|---|---|---|
| Location | Casa Bella (BCASA) 613 | Marialice Shary Shivers (EMASS) 3.142 |
| Phone | (956)-882-6792 | (956)-665-5327 |
| Toll Free | 1-(866)-654-4555 | |
| Support Tickets | Submit a Support Case via our Ask COLTT Portal | |
| Online Support | Chat with a Support Specialist online. | |
| 24/7 Support | Need Blackboard assistance after hours? You can call our main office numbers, (956)-882-6792 or (956)-665-5327, to speak with a support representative. | |

## University Policy Statements

We care about creating a safe and supportive learning environment for all students. The University policy statements below are intended to create transparency for your rights and responsibilities as students. We each contribute to ensuring a safe and positive environment through our actions and conduct, and students are encouraged to advocate for their needs.

## STUDENT ACCESSIBILITY SERVICES

Student Accessibility Services staff can be contacted at either campus to learn about and explore accessibility services.

| Campus: | Brownsville | Edinburg |
|---|---|---|
| Location: | Music and Learning Center (BMSLC, 1.107) | University Center (EUCTR, 108) |
| Phone: | Phone: (956) 882-7374 | Phone: (956) 665-7005 |
| E-mail | ability@utrgv.edu | |

## STUDENTS WITH DISABILITIES

Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive reasonable academic accommodations should contact Student Accessibility Services (SAS) for additional information. In order for accommodation requests to be considered for approval, the student must apply

using the mySAS portal and is responsible for providing sufficient documentation of the disability to SAS. Students are required to participate in an interactive discussion, or an intake appointment, with SAS staff. Accommodations may be requested at any time but are not retroactive, meaning they are valid once approved by SAS. 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.

**PREGNANCY, PREGNANCY-RELATED, AND PARENTING ACCOMODATIONS**
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 should submit the request using the form found at Pregnancy and Parenting | UTRGV.

**SEXUAL MISCONDUCT AND MANDATORY REPORTING**
In accordance with UT System regulations, your instructor is a "Responsible Employee" for reporting purposes under Title IX regulations and so must report to the Office of Institutional Equity & Diversity (OIED@utrgv.edu) any instance, occurring during a student's time in college, of sexual misconduct, which includes sexual assault, stalking, dating violence, domestic violence, and sexual harassment, about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found through the Office of Institutional Equity and Diversity, 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, discrimination, and all forms of violence. If students, faculty, or staff would like confidential assistance, or have questions, they can contact OVAVP (Office for Victim Advocacy & Violence Prevention) at (956) 665-8287, (956) 882-8282, or OVAVP@utrgv.edu.

**DEAN OF STUDENTS**

The Dean of Students office assists students when they experience a challenge with an administrative process, unexpected situation, such as an illness, accident, or family situation, and aids in resolving complaints. Additionally, the office facilitates student academic related requests for religious accommodations, support students formerly in foster care, helps to advocate on behalf of students and inform them about their rights and responsibilities, and serves as a resource and support for faculty and campus departments.

Vaqueros Report It allows students, staff, and faculty a way to report concern about the well-being of a student, seek assistance in resolving a complaint, or report allegations of behaviors contrary to community standards or campus policies. The Dean of Students can be reached by email (dos@utrgv.edu), phone (956-665-2260), (956-882-5141), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).

**MANDATORY COURSE EVALUATION PERIOD**

Students have the opportunity to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu). Course evaluations are used by the instructor to better understand the student experience in the course, which can inform revisions of the course to ensure student success. Additionally, course evaluations are also used by the instructor for annual performance review and promotion applications, teaching award applications, among others. For these reasons, your feedback, reflections, and insights on your experience in the course are invaluable to ensure student success and a quality education for all. 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:

Fall Regular Term 2023: November 15 – December 6, 2023