UTRGV™

ARTS-4338 (02/CRN: 54675**): Interactive Design**
SYLLABUS – SPRING 2023
Subject to any new Texas legislative mandate changes.

COURSE INFORMATION:
Meeting Times: 10:55 – 1:35 PM, MW
Date Range: January 18 – May 8, 2023
Course Modality: Face-To-Face
Course Blog: https://pxstudio.us/blog/?cat=62
Primary Classroom: EVABL 1.223
Additional Classroom: EVABL 1.225
If the primary classroom looks too crowded and the maker lab could be available during the class's time window, I will allocate students with laptops to the room EVAL 1.225.
Virtual Meeting: https://utrgv.zoom.us/j/3146949266 l Meeting ID: 314 694 9266
Instructor: Ping Xu
Phone: (956) 665-7500
E-Mail: ping.xu@utrgv.edu
Office Location: EVABL 1.209

About the Instructor:
Ping Xu
Associate Professor *of* Visual Communication Design (SOAD)
UTRGV Study Abroad Programs Faculty Leader

- MFA in Visual Communication
- BFA in Visual Communication
- A Creative Director and a Director of Production Management in the advertising industry with three years of experience
- An Art Director in the advertising industry with three years of experience
- A Graphic Designer in the advertising industry with four years of experience
- A Design Educator in higher education institutions of US academia since 2003
- An Award-Winning Graphic Designer in national and international venues.

COURSE DESCRIPTION & MODE OF LEARNING
Designing for the web and mobile sites is 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 a user-oriented field of study that focuses on meaningful visual communication design and media through collaborative processes between people and technology. The course content will focus on UI/UX Design through responsive layouts with multiple devices and platforms using emerging prototyping tools. The course is a three credit hours studio class. The lectures and demonstrations will cover HTML code, CSS rules, Dreamweaver technique, and UI/UX Design.

PREREQUISITE: ARTS-2331 or ARTS-3331

COURSE MODALITY (Description of Instructional Methods):

This course will be delivered mostly through face-to-face meetings. Please check the course syllabus on Blackboard and the blog about the group list of face-to-face meetings. There will be set up for real-time instructor/student interaction, which will be conducted remotely via online platforms from the safety of your home and several designated days for face-to-face class meetings. This real-time interaction will be supplemented by the digital presentation of course content via the zoom platform and classroom lectures. I will provide feedback on assigned work, communicate with you electronically, and be available to meet with you virtually and in person.

To cover the terminology and process of advanced graphic design more effectively, I will use Blackboard, WordPress blog, and Zoom to deliver lectures for introducing the project briefs and demonstrating course content. The class structure includes lectures, demonstrations, class activities such as group discussion, design reviews, project critique and development, and student peer critique/evaluation. Zoom and Flickr will be utilized to run a peer rating and a peer critique online by sharing my computer screen with you, and a Behance account will be required to showcase your work online and to exhibit your learning outcome. Completing UI/UX Designs for mobile and desktop screens will be essential in the class period. Web site and app design projects will be assigned and due on the scheduled dates. After each given project, a critique and presentation will take place.

OFFICE HOURS

Face-To-Face Meeting: EVABL 1.209
Virtual Meeting: https://utrgv.zoom.us/j/3146949266 I Meeting ID: 314 694 9266

In-person Meeting: 2:00 - 4:00 pm, Tuesday (by Appointment)
Virtual Meeting: 3:00 - 4:00 pm, Thursday (by Appointment)

If you prefer to have a meeting (either a virtual meeting or a face-to-face meeting) during my office hours on Tuesday or an additional time on Thursday, please let me know and make an appointment one day before Tuesday or Thursday. You can ask questions in the meeting such as:
> Detailed project requirements
> Technique problems for your projects
> Design review and feedback for your projects

• If more than two students prefer to meet in person, I may meet with students in the room of EVABL 1.225.

STUDENT LEARNING OBJECTIVES/OUTCOMES ON CRITICAL THINKING SKILLS
Upon completing the ARTS-4338 course, you will be able to
1. understand the importance of the web as a medium of visual communication design.
2. understand the principles of creating an effective web page and web site, including a consideration of information architecture.
3. become familiar with graphic design principles that relate to interactive design.
4. apply the languages of the web environment such as HTML, CSS, and Javascript.
5. create screen layouts like a pro while designing website and app.
6. develop web design skill and technology.
7. develop the skill and technology of UI/UX designs.
8. enhance problem-solving skills in practicing the usability of website and app.
9. explore visual languages through a variety of interactive media, and enhance the quality of portfolio in the aspect of interactive design.

STUDENT LEARNING OBJECTIVES/OUTCOMES ON PROBLEM-SOLVING SKILLS
Upon completing the ARTS-4338 course, you will be able to create

1. web pages through valid HTML5 tags and attributes.
2. website hierarchy and construction through CSS syntax, rules, values, selectors and properties.
3. responsive designs through web design applications and techniques.
4. UI/UX Designs through Adobe CC prototyping tools such as Adobe Dreamweaver and Adobe XD.
5. enhance problem-solving skills in practicing the usability of website and app.
6. enhance the quality of portfolio in the aspect of interactive design.
7. explore visual languages through a variety of interactive media.
8. familiar with the process of problem solving for IXD designs.

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

A Bachelor of Fine Arts with Visual Communication Design (VCD) at UTRGV prepares students for severe professional work in the field. The curriculum emphasizes concept development and application, work with clients, and professional development, including establishing a working portfolio. Students who graduate from the program are equipped with 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 alums follow various paths, including running their 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
By completing this course, you 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 working process of interactive design.
3. write and apply code (HTML, CSS, and Javascript) for visualizing responsive design with multiple devices.
4. use text, data, graphics, soundtracks, and videos appropriately in the process of web page designs and website development.
5. create and utilize multiple visuals for visualizing web and mobile screen layouts with a clear visual hierarchy and a strong visual consistency in the IXD design system.
6. create a user-friendly navigation in web and app design.
7. create a high-fidelity user-interface and interactive prototype.
8. become an effective interactive designer and a problem solver in the UX field by using the industry standard prototyping tools.

STUDENT LEARNING OBJECTIVES FOR CORE CURRICULUM REQUIREMENTS
The student learning outcomes will also be expected to match the Texas Higher Education Coordinating Board (THECB) results for the core area in question. To check the SLO with the THECB requirements, I will also teach the course by focusing on the following five aspects.

Core Objectives	UTRGV Student Learning Outcome Statement	Core Area Requiring this SLO
Critical Thinking	Through brain-storming and case studies of successful advertising designs, students will analyze the feasibility and effectiveness of developing a consumer campaign via a brand identity, a branding poster campaign, a branding billboard campaign, and a UI design by using multiple digital marketing tools and other information sources to solve challenging problems and to deliver a powerful branding campaign. Through many visual aids such as logos, icons, typography hierarchies, flat-designed illustrations, and cutting-edge imagery, students will visualize a concept via the campaign and develop and explore new solutions to graphic designs creatively, functionally, and professionally.	All Core Areas
Communication Skills	Students will effectively generate creative ideas by practicing communication skills using visual elements. Through completing multiple projects, students will demonstrate the ability to adapt their communications to a particular context, audience, and purpose using visual language and sources appropriate to a consumer campaign in a specific communication task.	All Core Areas
Teamwork	Through a collaborative project, students will collaborate effectively with others to solve problems and complete tasks while demonstrating respect for diverse perspectives.	Communication, Life & Physical Sciences, Creative Arts
Social Responsibility	Social Responsibility Through developing the collateral campaign, students will recognize and describe cultural diversity, the role of civic engagement in society, the environment-society relations, and the link between ethics and behavior.	Language, Philosophy, & Culture; Creative Arts; American History; Government & Political Science; Social & Behavioral Sciences

TEXTBOOK, TECHNOLOGY, AND RESOURCE MATERIALS
PLEASE ORDER AT LEAST ONE OF THE FOLLOWING BOOKS ON AMAZON. THE SECOND BOOK IS HIGHLY RECOMMENDED AND THE TEXTBOOK CHECK DAY WILL AND THE TEXTBOOK CHECK DAY WILL BE ON SEPTEMBER 26.

1. The HTML and CSS Workshop: A New, Interactive Approach to Learning HTML and CSS
   ISBN-10: 1838824537
2. Adobe Dreamweaver CC Classroom in a Book (2022 Release)
   ISBN-10: 0137623305
   A PROBLEM-SOLVING BOOK FOR THE DREAMWEAVER TECHNIQUES

Recommended Resources & Periodicals for the Inspiration of Interactive Design
• Behance
• Pinterest

- [Dribbble](#)
- [Communication Arts - Interactive Design Annual](#)
- [Smashing Magazine](#)
- [FastCompany Magazine](#)

Recommended Hardware, Software, Subscription, Supplies & Materials

- Apply Macbook Pro (32 GHz & 512 GB 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 for the Class / Technical Requirement

To participate in this course, you should have easy access to a computer less than five years old with a high-speed internet connection via cable modem. Ensure you use supported browsers like Google Chrome or Firefox and Operating Systems for Blackboard Learn from Blackboards resource page.

Student Technical Skills:
You are expected to be proficient in installing and using a primary computer and Adobe CC applications for this class. You can browse course content on Blackboard or WordPress blogs and send/receive email attachments.

Suppose you don't have a personal computer at home. In that case, you may use the open lab Room 2.106, Computer Center in Academic Service Building at the Edinburg campus, from 8 am to 9 pm every weekday to use computers and software for your projects.

Access to software available through Adobe Creative Cloud is required for this course. If you have any questions about technical support, please contact IT for guidance on recommendations (Robert.Allen@utrgv.edu).

Course Tools & Critique Platform

- WordPress Blog
- Behance
- Flickr

Topics & Technologies

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

Applications

1. [Brackets](#) or [Sublime Text](#)
2. Adobe Dreamweaver CC 2023
3. Adobe XD CC 2023 (& Figma)
4. Adobe Photoshop CC 2023

5. Adobe Illustrator CC 2023

GRADING POLICY

Based on professional standards, your work will be assessed for creativity, presentation, and content value. In determining students' grades in the course, 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 course's final grade will summarize the project scores divided by the number of projects.

Performance Levels (apply to each project):

Excellence_90 - lOO [A]

Presents incredibly imaginative ideas 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 - 90 [B]

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

Average_70 - 79 [C]

It 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 DETECTION

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

An eight-point deduction will be addressed for the grade of a single project if the student absences a class on a critique day/presentation day or delays a project.

BLACKBOARD SUPPORT
Please contact the Center for Online Learning and Teaching Technology (COLTT) if you need assistance with course technology at any time.

Campus:	Brownsville	Edinburg
Location:	Casa Bella (BCASA) 613	Education Complex (EEDUC) 2.202
Phone:	956-882-6792	956-665-5327

Toll-Free: 1-866-654-4555

Office Hours: Monday - Friday, 8:00 a.m. - 5:00 p.m.
Support Tickets Submit a Support Case via our Ask COLTT Portal
24/7 Blackboard 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.

ATTENDANCE

Students are expected to attend all scheduled classes. The instructor will drop a student if the student absences more than five classes without acceptable reasons. UTRGV's attendance policy excuses students from attending class if they participate in officially sponsored university activities, such as athletics, for observance of religious holy days, or military service. Students should contact the instructor before the excused absence and arrange to make up missed work or examinations. If you miss classes due to one of the COVID-19-related extenuating circumstances, you become sick with COVID. Suppose you are unable to complete assignments by the original due date. In that case, you will be able to provide the instructor documentation from your doctor, and you will be given five extra days to complete your project(s).

COVID-19 RESOURCES:
Please visit the Commitment Website for the most up-to-date COVID-19 campus information and resources. The Commitment FAQ page offers additional guidance to specific questions. To submit a question for the FAQ, please email WelcomeBack@utrgv.edu.

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. 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 an 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.

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. For accommodation requests to be approved, the student must apply using the SAS and is responsible for providing sufficient documentation of the disability to SAS. Students must 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 SAS approves. Please get in touch with 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 Accommodations
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 for pregnancy, pregnancy-related conditions, or parenting (reasonably immediate postpartum period) should submit the request using the form found at Pregnancy and Parenting I UTRGV.

Student Accessibility Services staff can be contacted at either campus:
Brownsville Campus:
Music and Learning Center building (BMSLC, 1.107), phone (956) 882-7374, email ability@utrgv.edu.

Edinburg Campus:

University Center (EUCTR, 108), phone (956) 665-7005, email ability@utrgv.edu.

MANDATORY COURSE EVALUATION PERIOD
Students are encouraged to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades.

SEXUAL MISCONDUCT and MANDATORY REPORTING
By 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 they become 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, discrimination, and 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.

COURSE DROPS
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 course should be aware of the "3-peat rule" and the "6-drop" rule to recognize how dropped classes may affect their academic success. The 6-drop government 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.

STUDENT SERVICES
Students who demonstrate financial need have various options for 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.

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. The centers provide tutoring, writing help, counseling services, critical thinking, study skills, degree planning, and student employment. In addition, services such as the Food Pantry are also provided. Locations are listed below.

Center Name	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

Center Name	Brownsville Campus	Edinburg Campus
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

CALENDAR OF PROJECT ACTIVITIES

Date	Topic	Assignment
Jan. 23 – Apr. 3	HTML Page Redesign HTML5 AND CSS3	Project-1A & 1B
Mar. 13 – May 8 Apr 3: HTML Quiz	HTML Website DREAMWEAVER	Project-1C
Mar 15 – May 8	UI/UX DESIGN	Project-2

CALENDAR OF SPRING 2023

https://www.utrgv.edu/_files/documents/admissions/utrgv-academic-calendar.pdf

January 17	Spring classes begin
January 22	The last day to add a class or register for Spring classes.
February 1	Census Day (last day to drop without it appearing on the transcript
March 13-18	Spring Break (NO classes)
May 4	Study Day (NO classes)
May 5-11	Final Exams 5/8: Presentation for the Final Project of 4338 (10:15-12:00 PM) https://www.utrgv.edu/ucentral/_files/spring-2023-final-exam-schedule_1-9-23.pdf
May 15	Grades Due at 3 p.m.

DEAN OF STUDENTS

The Dean of Students office assists students when they experience a challenge with an administrative process or 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, supports students formerly in foster care, helps advocate on behalf of students, informs 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 to report concerns about a student's well-being, 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), or by visiting one of the following office locations: Cavalry (BCAVL) 204 or University Center (EUCTR 323).