

IMD440

Course Syllabus

Course Title:	Fundamentals of Interactive Design	
Course Code/Section:	IMD440 Section A	
Course Prerequisites:	IMD360	
Session/Year:	Spring 2011	
Meeting Days/Times:	Tuesdays & Thursdays	6:00 – 845 room 807
Instructor:	Judith Desplechin	
Contact Info:	Email: wdim@desplechin.com	
Office Hours:	Tuesdays and Thursdays	4:45 – 6:00 room 807
	Fridays	2:00 – 2:30 room 807
Class Web Site:	wdim.desplechin.com	

Course Description

Students focus on the components of an interactive message, exploring the integration of media elements in composing an effective message. While studying the role of interactivity in the user experience, they script, storyboard, and develop an interactive user experience.

Course Learning Objectives

- Create a list of online resources and best practices for interactive design.
- Critically evaluate and discuss interface design trends.
- Conceptualize, design and develop a comprehensive approach to message design
- Explore varying approaches to interface design and explore user preferences for these approaches.

Required Text: Neumeier, Marty *The Brand Gap* Berkley, California: New Riders 2006 ISBN 0-321-34810-9

Suggested Reading: Wheeler, Alina. *Designing Brand Identity*. New Jersey: John Wiley & Sons, 2006. ISBN10-0-471-74684-3

Student Evaluation/Methods of Assessment:

See Attached Grading and Schedule Sheet

Grading: You need to filled out and sign the student Grading and Schedule Sheet. Grading details for all assignments and projects will be listed on this form

INCOMPLETE WORK WILL NOT BE GRADED

In order to receive the final grade for the Web Site, Portal and Process Book you must show progress on a weekly basis. You must show work during all critiques and evaluations. If completed work is handed-in without meeting these criteria, the student will receive an F for the work. Attendance and punctuality will also be taken into considerations in the grading of the final project.

PROJECT AND PROCESS BOOK REQUIRES

Are in the attached class packet

Materials & Supplies: You will need the following materials for this course. At least four CDs (2 non rewriteable) or drive

- Binder, Writing Paper and Drawing Paper, Pen and Pencil
- 1 envelope 9 x 12
- At least two different modes of **saving work**

Saving Work: Students are responsible for all of their work. Make at least two copies of your work and save it on two separate disks. Even if your work is erased from the school computers or becomes corrupted or lost you are still responsible for turning projects in on time. Any work left on the school computers cannot be considered safe.

Attendance in this class is required. You are expected to come to class prepared, arrive on-time, submit your homework when expected, and stay for the entire class. The WDIM department has adopted a new attendance policy beginning in Fall 2008. For all of your IMD courses, instead of being withdrawn from a course for exceeding the allowed number of absences, your FINAL COURSE GRADE will be reduced each time you are tardy or absent from a class. Each time you are 1 (minute) or more minutes late to class (tardy), you will lose 1 (one) percent from your grade. Each time you are absent from class, you will lose 3 (three) percent from your grade. In example, if you are tardy to class 3 times and absent twice, you will lose at total of $(3 * 1) + (2 * 3) = 9$ points from your final course grade. If you had a 95% (A), this would reduce your grade to a 86% (B).

Tardy = 1 (one) minutes or more late to class; 1 point (1%) deduction

Absent = Missing more than 1 (one) hour of the class; 3 point (3%) deduction

In the event that a faculty member is absent, students should wait 15 minutes. Students should then circulate an attendance sheet and designate one of their members to deliver the sheet to the Academic Affairs office for placement in the faculty member's mailbox. Students are expected to stay for the entire class period and work on their process book. Students that leave class before the end of the class period will be marked absent.

Academic Dishonesty

The Art Institute of Washington defines an act of academic dishonesty as any attempt to take the work of someone else and submit it as one's own. If you are suspected of plagiarism of any kind your instructor reserves the right to fail you for the assignment or the course.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating;
2. Plagiarism;
3. Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved;
4. Submission of any work (full or partial) not actually produced by the student.
5. Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of the work.
6. You must use MLA documentation for any and all materials used that were obtained from another source. There are strict limitations on materials used from another source. Details of these limitations are provided in the Project handouts.

Students may appeal in writing to the Dean of Academic Affairs.

Class Polices

- Students are expected to act in a professional manner in all class situations. They are expected to treat other classmates and the instructor with respect, and to offer and take constructive criticism.

- During class students are expected to be working on the projects for this class. If a student is found to be either working on a project that is not part of this class requirements or surfing the web or wearing earphones they will be marked absent.
- Devices such as phones, headphones, calculators, beeping watches, etc. are not to be used during class time. There will be no exceptions.
- Written assignments and projects must be typed and should not contain any spelling or grammar errors. No handwritten assignments or projects will be accepted

Work should not be emailed to the instructor. If you are having a problem with your site, place the work on the server and email the Url along with a detailed explanation of the problem to the instructor.

All work must be turned-in on time in order for you to receive a grade

All web work must be on the server (before the class due date) and you must be in class for the review in order for you to receive a grade

All work submitted for a grade must be created by the student in its entirety.

You must use MLA documentation for any and all materials used that were obtained from another source.

There are strict limitations on materials used from another source. Details of these limitations will be discussed in class and you will receive a handout which covers copyright

In order to receive the final grade you must show progress on a weekly basis. You must show work during all critiques and evaluations. If completed work is handed-in without meeting these criteria, the student will receive an F for the work.

Final Project. All completed work must be on the school server before the beginning of class on the day of the presentation. All presentation notes must be turned-in at the end of your presentation. Work will not be accepted after all presentations are complete.

Students must use the lab period to work on their projects if students do not do this they will be marked absent.

TARDY – 1% will be deducted from the final grade each time the student is late (late is arriving any time after the class begins)

ABSENT – 3% will be d