

South Dakota State University  
College of Arts and Sciences  
Department of Visual Arts

## Design Media II

### **ARTD 452-001**

Fall 2013

**Tuesday & Thursday, 11:00 am–01:50 pm**

SGH 0116

3 Credits

Course meets 08/27/2013 - 12/18/2013

### **Assistant Professor, Anthony Carton | MFA**

Grove Hall 117

anthony.carton@sdstate.edu (this is the best way to reach me)

605.688.4663 (this is not the best way to reach me)

Office Hours: 10 – 11am Tuesdays, and by appointment

### **Adjunct Instructor, Lei Zhang | MFA**

Grove Hall 109

lei.zhang7677@sdstate.edu or leiz@iastate.edu

Office Hours: 12 – 2pm Friday, and by appointment

## Course description:

A continuation of Design Media I with emphasis on completed multimedia and web page projects as portfolio works. Prerequisites: ARTD 351, ARTD 352. Co-requisites: ARTD 451.

This is an advanced interactive design studio course that focuses on the application of design knowledge in web and interactive media design. Students obtain experience using software and writing HTML and CSS to design and create interfaces and web pages. Emphasis of this class is placed on introducing students to a user centered web design process including usability testing. A cooperative learning environment is encouraged.

## Course goals:

Students will design effective web experiences while understanding and interpreting the design work of other professional designers.

Students will learn communicate the goals and identity of clients through their design choices.

Students will understand and apply the fundamental principles of graphic and interactive design, applying user centered design and design thinking modes of inquiry.

Finally, students will gather and evaluate information, and iteratively prototype and evaluate solutions to complex issues surrounding visual communication, usability, and interactivity on the web.

## Student learning outcomes

Build a functional website, using static HTML and CSS, applying current web best practices.

Students will demonstrate speaking and presentation competencies in the topic of graphic design and visual communication. In addition, students will demonstrate listening competencies by analyzing and assimilating critical feedback from other students and instructor. (SG2)

Students will demonstrate creativity and aesthetic understanding using divergent ideation, and effective evaluation of prototypes.

Articulate and apply current methods for typography on the web, completing typographic exploration using HTML and CSS.

## Required textbook (1):

Elements of User Experience, 2<sup>nd</sup> edition  
Jesse James Garrett

## Required materials:

**The bookstore has stocked the Rhodia Dot Grid notebook for this course. It should be dedicated to this course.**

### **Other supplies**

- At least two different colored pens, like red and blue or blue and black.
- Several Black, Blue and other colored Sharpies (if you can find a multi-color 4 pack, perfect!)
- Multi-color pack of adhesive backed postable notes.
- It is OK if you reuse from other classes, you don't need dedicated pens and razor knives for this class.

### **Hosting Service and Domain Registration by Thursday August 29<sup>th</sup>.**

During this course, we will be building real websites on the live internet. The major project for the semester is your own portfolio website, which should be a live site when you want to start sending it to potential employers in the early to mid spring. It should also have a professional domain name. For me, I might chose "anthony-carton.com" or something like that. I won't go as far as to tell you what to buy, but I will stipulate that it be professional.

As far as what to buy, I use a hosting service called godaddy.com. They were the cheapest service on the day I purchased it, and they might not be today. Here are a few different hosting services, expect about \$60 for a year of hosting and domain registration. You may only need one domain name but try to get unlimited storage and bandwidth in that order of priority.

- <http://www.1and1.com>
- <http://www.godaddy.com>
- <http://www.bluehost.com>

Or you can search for 'hosting' on your favorite search engine and find the one that suits your needs best.

## Course expectations:

You can prevent poor attendance, unpreparedness, procrastination, and missed deadlines from deriding your ability to do great design work!

- Be on time.
- Have your supplies.
- Work with instructor to understand workload
- Submit all work on time
- Come to all critiques
- Get help from instructor, other students, and appropriate university offices when you need it.

**Students are responsible for all information included in this syllabus.**

Students are expected to be attentive during class, asking questions and offering opinions. In addition, respectful listening and interaction with other students and the instructor are also crucial.

Racism, sexism, homophobia, classism, ageism and other forms of bigotry are inappropriate to express in this class.

## Attendance:

Timely attendance is required.

Your success in this class and later in the field of design is dependent on your collaboration with other students and instructor now and your ability to get to work on time, and work in the provided environment with all necessary materials.

**Three unexcused absences will result in the lowering of the final grade by 2 letters, and five absences will result in a failing grade.**

If you are more than 15 minutes late, more than three times, these will count as absences too.

Any exceptions to the faculty member's written attendance policy due to verified medical reasons, death of a family member or significant other, or verified extenuating circumstances judged acceptable by the instructor or the Office of Academic Affairs, will be honored. If a student has an accident, falls ill, or suffers some other emergency over which he/she has no control, the student needs to gather whatever documentation is available (e.g., copies of repair or towing bills, accident reports or statements from health care provider) to show the instructor. Such exceptions must be communicated and negotiated between the student and faculty member prior to the absence whenever possible. Absences for vacations or breaks, personal interviews do not constitute a valid reason for absence.

### Grading late work:

All assignments must be submitted on time. Late work will be graded but 20% will be subtracted for each day late up to three days. Late work cannot be accepted after three days past due.

If something comes up, talk to the instructor early and often. You will be given as much time as possible to complete work in class. Students will not be penalized for absence during the semester due to unavoidable or legitimate circumstances. See Attendance.

### Policy for missed critiques:

Critique is central to design education and students are expected to attend all critiques regardless of status of completion of their own projects. Students will not be penalized for absence during the semester due to unavoidable or legitimate circumstances. See Attendance.

### Makeup work for legitimate absences:

Meet with the instructor as soon as you know you will miss a class, or as soon as you can afterwards to work out an arrangement. Students will not be penalized for absence during the semester due to unavoidable or legitimate circumstances. See Attendance.

## Academic dishonesty and student conduct code:

Students at the University are expected to maintain the highest standards of academic conduct; if violated, the University takes a strong and clear stand regarding academic dishonesty.

Academic dishonesty occurs when a faculty member has significant evidence that a student has cheated, plagiarized, fabricated or otherwise misrepresented their work. It also involves contributing to or facilitating academic dishonesty with others.

If it is determined that academic dishonesty has occurred, he or she may be given an “F” or an “N” for the course, and may face additional sanctions from the University.

For additional information, please see:

[sdstate.edu/about/policies/academic/upload/](http://sdstate.edu/about/policies/academic/upload/)

Student-Academic-Integrity-and-Academic-Appeals.pdf

Your instructor can respond to your specific questions regarding what would constitute scholastic dishonesty in the context of a particular class—e.g., whether collaboration on assignments is permitted, requirements and methods for citing sources, if electronic aids are permitted or prohibited during an exam.

## Course workload:

At a minimum 9 hours per week is required for an average grade (C) outside of the classroom

This is a studio class, and we will likely exceed the nine hours per week on occasion, but overall, when I design assignments, I do my best to stick to this 9 hour per week estimate.

This is the formula I use: (Professional work time) x 3 = (Student work time)

## Grading structure:

All work must be submitted for a grade to be awarded.

Individual assignments will be graded on an A-F scale based on relevant factors that will be outlined in project briefs unique to each project.

### Extra credit:

There will be no extra credit this semester.

### The “Cut Me Some Slack!” card:

Every semester, something pops up that is beyond our control, problems with relationships, technology, our own wellbeing and health, these are all things that can make it more difficult for you to succeed.

To help you deal with these issues, I’ll be distributing “Cut Me Some Slack!” cards. If something pops up, and you feel like you need a little extra, just turn in your card, and we’ll talk about how I can help you succeed. You don’t even need to tell me what the problem is, just how I can help in this class.

### Accepting and returning assignments:

Assignments will be submitted via D2L and hosted live on a server of your choosing.

Work may not be dropped off or picked up at the Visual Arts department office under any circumstances.

### Incompletes

An Incomplete (I) grade may be granted only when all of the following conditions apply:

1. A student has encountered extenuating circumstances that do not permit him/her to complete the course.
2. The student must be earning a passing grade at the time the Incomplete is necessitated. Anticipated course failure is not a justification for an Incomplete.

3. The student does not have to repeat the course to meet the requirements.
4. The instructor must agree to grant an Incomplete grade.
5. The instructor and student must agree on a plan to complete the coursework.
6. The coursework must be completed within one semester; extensions may be granted by the Vice President for Academic Affairs.
7. If the student completes the course within the specified time, the grades that may be assigned are A, B, C, D, F, S, RS, RU, or U.
8. If the student does not complete the course within the specified time, the grade assigned will be F (Failure) or U (Unsatisfactory) or RU (Remedial Unsatisfactory) if the student had requested S/U within the time specified in BOR policies 2:6.5 and 2:6.9.

#### Personal electronic devices in classroom:

Please do your best to remember to turn your phone to silent or vibrate. I encourage students to have headphones for this class for studio workdays.

Mobile devices are at the center of my own research, but it's disrespectful to me and more importantly other students to use these devices in class. Media for entertainment, especially social media, is not effective use of class time.

Excessive use of social media will result in your being asked to leave the classroom, discretely, and marked absent for the day. It is at my discretion to determine what excessive use entails.

#### Release of work statement:

Students understand that enrollment in this course grants consent for their work to be selected for inclusion in college or departmental publications (online or in print). Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).



## ADA Statement:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact Nancy Hartenhoff-Crooks (or successor) Coordinator of Disability Services (605-688-4504 or Fax, 605-688- 4987) to privately discuss your specific needs. The Office of Disability Services is located in room 065, the University Student Union.

## Sexual harassment:

“Sexual harassment” means unwelcome sexual advances, requests for sexual favors, and/or other verbal or physical conduct of a sexual nature. Such conduct has the purpose or effect of unreasonably interfering with an individual’s work or academic performance or creating an intimidating, hostile, or offensive working or academic environment in any University activity or program. Such behavior is not acceptable in the University setting.

## Freedom in Learning

Students are responsible for learning the content of any course of study in which they are enrolled. Under Board of Regents and University policy, student academic performance shall be evaluated solely on an academic basis and students should be free to take reasoned exception to the data or views offered in any courses of study. Students who believe that an academic evaluation is unrelated to academic standards but is related instead to judgment of their personal opinion or conduct should first contact the instructor of the course. If the student remains unsatisfied, the student may contact the Department Head, Dean, or both, of the college, which offers the class to initiate a review of the evaluation.

## Tentative Course Outline

<b>Month</b>	<b>Day</b>	<b>Agenda</b>	<b>Read by this date:</b>
August	27	Welcome, Syllabus, Discuss Hosting	
	29	Have Hosting Service, Get on the Web activity	CH 1
September	3	Intro Project 1, Storyboard activity	CH 2
	5	Paper Prototyping Activity, Future Use Scenarios Due	
	10	5 Paper Proto Due, 2 Peer Videos Due, Discuss Readings	CH 3 & 4
	12	In-class Technical Activity: Prototyping with Grid Systems	
	17	Int. PDF Due, Discuss Readings	CH 5 & 6
	19	Studio Work Day: HTML / CSS Build of Interactive Sequence	
	24	Introduce Project 2, Discuss Readings	CH 7 & 8
	26	Project 1 Critiques	
October	1	Storyboard Activity, Critical Looking Activity	
	3	Paper Prototype activity, Assign Video Peer Testing	
	8	Paper Prototype Videos Due, Intro Styletil.es, Critical Looking Activity	
	10	In-class Technical Activity: TBD	
	15	Styletil.es due / Begin Home and Project Comps / Critical Looking Activity	
	17	In-class Technical Activity: TBD	
	22	Home and Project page Comps Due / Post and Discuss	
	24	Content Collection Complete, Review Content in class	
	29	Studio Work Day	
	31	Full Site Comps Due / Formal Design Reviews	
November	5	Studio Work Day	
	7	Home Page Built (Static HTML / CSS). Instructor Check-in	
	12	Studio Work Day	
	14	First Project Page Built (Static HTML / CSS), Instructor Check-in	
	19	Studio Work Day	
	21	In-class Technical Activity: TBD	
	26	Studio Work Day	
	28	No Class: Thanksgiving Day	
December	3	Studio Work Day	
	5	Project 2 Critique	
	10	Studio Work Day	
	12	Studio Work Day	
	17	Project 2 Final Presentations	