

DES405: Advanced Interactive Design

Instructor

Andrew Y Ames • andrew.ames@arbitrarynature.com

Sessions

Tuesday, 4:00pm to 9:50pm

Jan. 26th to may 4th

No class Feb. 9th or March 16th

Course Description

an upper-level elective that allows students to continue to explore and resolve ideas concerning the world of interactivity. User experience, communication, art and entertainment will be examined in relation to technology's capabilities and constraints.

Objective of Class

Each student will be able to define, evaluate and design interactivity.

Required Books and Materials

The Elements of User Experience

by Jesse James Garrett (peachpit press, 2002)

A sketchbook and basic Drawing tools

Class handouts

Standards

Assignments must be completed solely by the student taking the course, and students will be asked to discuss their work in class. Information, ideas, and wording derived from other sources must be properly cited. Students are advised to review academic standards and institutional policies regarding plagiarism. Papers must exhibit graduate-level research and writing and must be submitted on time and in a standard format. The number of pages, sketches, layouts prescribed for assignments is the minimum number of full pages required and excludes title and bibliography pages for papers. Papers (not their intellectual content) submitted to fulfill course requirements become the property of the professor and may not be returned. To maintain a copy for personal use and to guard against loss of credit, students are advised to backup or photocopy work before submitting it. Requirements will not increase during the course, but assignments and schedule are subject to reasonable modifications.

	Units	Points	Totals
participate in discussions	14	1	14
complete studio assignments	14	1	14
submit activities reports	14	1	14
complete homework	14	1	14
complete projects	3	15	45
total number of points			101

note Units=number of assignments, points=point value, total=total for assignment type over the course of the semester.

projects will be evaluated on the basis of quality, so mere completion does not guarantee 15 points, but that all other assignments are awarded 1 point based on timely and satisfactory completion or participation. non-participation in discussions or studio assignments and failure to complete a report or homework assignment will result in a zero for the assignment.

Grading Scale

100+ points = A **Excellent**. Explored beyond the requirements of the assignments. Produced work that was engaged and expanded the notion of interactive. The technology became invisible, the idea spoke first and foremost. Transcended the expected. A complete and utter break-through.

90+ points = A-

87+ points = B+

83+ points = B **Good**. Put forth more than was described in the exercise/project. Used the programs & concepts very well, went beyond the stated requirements. Concepts started to predominate, but still relied slightly on defaults.

80+ points = B-

76+ points = C+

73+ points = C **Satisfactory**. Fulfilled class requirements. Got in, got out: 9 to 5 mentality. Understood skills, concepts, applications. Competent work. Took very few risks, met the deadline, followed directions. Lived within the defaults.

70+ points = C-

66+ points = D+

63+ points = D **Passing**. Weak work, acquired some basic skills, but unable to proficiently navigate through the programs with ease. Presentation was never fully considered. Concepts were not developed. Below average.

60+ points = D-

Below 59 points = F

Class:1 Objective: Define interactivity.

Discussion questions: What does a good definition entail? What is interactive? And what are the fields in which there is interactivity?

Studio Assignment

Identify and think about an object with which people interact. Describe the object and elements of interaction. Based on your reflections and discussion, write a working definition of interactivity. • Submit report 1.

Homework

Bring in an object you interact with everyday but do not carry with you. The object must fall into one of the categories described in class.

Project 1: Due class 4

Begin work on an analysis of an interactive object and its historical evolution. The analysis will be presented in class 4.

Class 2: Objective: Evaluate interactivity.

Discussion questions: What is an effective evaluation? How is your object interactive? What is the result of the interaction?

Studio Assignment

Redesign the object that you brought into class for the person, environment, and period assigned by your instructor. Edit your working definition of interactivity by adding categories and criteria for evaluation.

Present objects. • Submit report 2.

Homework

Identify a target audience and environment for an interactive design.

Project 1: Due class 4

Continue work on historical analysis.

Class 3: Objective: demonstrate independence.

I'll be at CAA this week: you are to demonstrate the ability to work independently.

What variables constrain interactivity?

Studio Assignment

Meet with one or two other students to discuss and answer the question, What variables constrain interactivity? • Submit report 3.

Homework

List the variables of interactivity and complete your audience profile and historical analysis for presentation next week.

Project 1: Due class 4

Continue work on historical analysis.

Class 4: Objective: Design Interactivity.

How do user and environment influence interactivity design?

Studio assignment

Using your audience and environment profile, design a physical object (to be assigned by your instructor) to meet their needs. • Submit report 4.

Homework

Identify a virtual interactivity and its physical counterpart to present and describe.

Project 1: Present in class

Submit your written analysis and present to class.

Class 5: Objective: Translate physical into virtual interactivity.

How do physical and virtual interactions differ?

Studio Assignment

Break into teams and design a virtual interface based on a physical object, place, or function. • Submit report 5.

Homework

Review and analyze each of these sites.

<http://www.adctaxservices.net>, <http://www.nnhtech.com>, <http://www.intlswa.com>

Class 6: Objective: Design interactivity that balances client, audience, designer, and technical sensibilities.

How does a designer understand and balance the competing sensibilities of the client, audience, and designer?

Studio Assignment

Break into teams, begin research on your client's competitors; analyze competitor's site and compare to client's current site. • Submit report 6.

Note during our screen based interaction technical demos will be based on the needs of the class.

Homework

Prepare a presentation of your findings to show your client.

Project 2: Client website Due class 10

Begin work on Website for client.

Class 7: Objective: Design information architecture for presentation to a client.

What questions should designers ask their clients, and what should they tell them?

Studio assignment

Give presentation on client's competition and relate information to design recommendations. Send to client. Meet with Client and present site analysis. • Submit report 7.

Project 2:

Continue work on Website.

Class 8: Objective: Integrate client feedback and prepare prototype for client review.

Why and how does one test an interactive design?

Studio assignment

Prepare prototype. • Submit report 8.

Homework

Meet with team and refine design based on prototype tests. Send refined proof to client.

Project 2:

Continue work on Website

Class 9: Objective: Translate an approved prototype into interactive website.

For whom does the designer code?

Studio Assignment/ Homework

Continue coding for Website. • Submit report 9.

Project 2:

Continue work on Website

Class 10: objective: present a finished Website to client.

When is an interactive design complete?

Studio Assignment

Present finished client Website. • Submit report 10.

Project 2: Due

Class 11: Objective: Apply concept of interactivity in defining and evaluating interactive art.

What is interactive art?

Net.Art

[superbad](#), [Ghost City](#), [my boyfriend came back from the war](#), [0100101110101101.org](#), [iSee](#), [eliza](#), [www.wwwwww.jodi.org](#)

hypertext

[Ad Verbum](#), [the jew's daughter](#)

Studio time/ individual meetings

Create an art piece using only HTML and CSS. • Submit report 11.

Homework

Write a short 250- page paper on either a Net.Art or Hypertext work. Analyze the interactivity, how it effects your experience, how engaging the work is, or not. Prepare a short 5 minute presentation with slides See the [Reading Room](#) for additional hypertext works.

See the [Dia Art Foundation](#), [adaweb](#), [turbulence](#) for more Net.Art

Project 3: final interactive piece due class 14

Class 12: Objective: apply concept of interactivity in defining, evaluating, and designing interactive space.

What is interactive space?

Vietnam Veterans Memorial - [Maya Lin](#), [Access](#) - Marie Sester, [Dilbert's Ultimate Cubicle](#)

Studio Assignment

Continue work on interactive piece. • Submit report 12.

Homework

Observe People in a public space, memorial, or museum. How does architecture, lighting, and signage effect visitors interactions?

Project 3: Continue work on interactive piece. due class 14

Class 13: Objective: Apply concept of interactivity in the study and modification of a game.

What can designers learn about interactivity by playing and modifying games?

[\[giantjoystick\]](#) - mary flanagan, Play it by Trust - Yoko Ono, [The Intruder](#) - Natalie Bookchin, [Can You See Me Now?](#) - Blast Theory, [Velvet-Strike](#)

Studio Assignment

Continue work on interactive piece. • Submit report 13.

Project 3: Continue work on interactive piece. due class 14

Class 14: Objective: Show, explain, and critique interactive designs.

How does one define, evaluate, and design interactivity?

Studio assignment

Participate in final critique and submit self and course evaluation. • Submit report 14.

Student Agreement

I have read the syllabus for DES 405 thoroughly. My questions and concerns as of this date have been asked and I understand the content of the course and what is expected of me.

Name _____

email address _____

Signature _____

Date _____

Report 1: DES405: Advanced Interactive Design

Name _____ Date _____

Identify and think about an object with which people interact.

Describe the object and elements of interaction.

Based on your reflections and discussion, write a working definition of interactivity.

Report 2: DES405: Advanced Interactive Design

Name _____ Date _____

How did the person, environment, and period effect the redesign of your object?

Edit your working definition of interactivity by adding categories and criteria for evaluation.

Homework Due:

What object did you bring in?

What category does it fall into?

Report 3: DES405: Advanced Interactive Design

Name _____ Date _____

Meet with one or two other students to discuss and answer the question, What variables constrain interactivity?

Who did you meet with?

What variables constrain interactivity?

Report 4: DES405: Advanced Interactive Design

Name _____ Date _____

Project 1 Due.

What feed back did you receive from your peers?

Using your audience and environment profile, design a physical object (to be assigned by your instructor) to meet their needs.

How did your audience's needs and environment effect the design of your object?

Homework Due:

Who is your target audience?

What is the environment it will be used in?

Report 5: DES405: Advanced Interactive Design

Name _____ Date _____

Break into teams and design a virtual interface based on a physical object, place, or function.

Who made up your team?

How do the interactions of your virtual interface differ from its physical counterpart?

Homework Due:

What virtual interactivity did you identify and what is its physical counterpart?

Report 6: DES405: Advanced Interactive Design

Name _____ Date _____

Break into teams, begin research on your client's competitors; analyze competitor's site and compare to client's current site.

Who made up your team?

Who is your client?

Who are their competitors?

Where can design improvements be made? What is currently working? What are competitors doing that works?

Report 7: DES405: Advanced Interactive Design

Name _____ Date _____

Give presentation on client's competition and relate information to design recommendations. Send to client. Meet with Client and present site analysis.

What are your clients needs, ideas? What are they looking for and what are their expectations?

What did you recommend to your client?

What feedback did you get from your client?

Report 8: DES405: Advanced Interactive Design

Name _____ Date _____

Prepare prototype.

What did you learn about the effectiveness of interactivity on your clients site through prototyping?

Did you send a proof to your client? And did they provide a timely response?

Report 9: DES405: Advanced Interactive Design

Name _____ Date _____

Continue coding for Website.

What development goals did you set and meet?

Who are you coding for?

Did you send a proof to your client? And did they provide a timely response?

Report 10: DES405: Advanced Interactive Design

Name _____ Date _____

Project 2 Due; Present finished client Website.

Final thoughts on your clients site?

What feedback did your client provide?

Report 11: DES405: Advanced Interactive Design

Name _____ Date _____

What is interactive art?

Summarize your final project.

Report 12: DES405: Advanced Interactive Design

Name _____ Date _____

Continue work on interactive piece.

What goals did you set and meet for your final project?

Homework Due:

Short 250- page paper on either a Net.Art or Hypertext work.

Report 13: DES405: Advanced Interactive Design

Name _____ Date _____

Continue work on interactive piece.

What goals did you set and meet for your final project?

Homework Due:

From your observations how does architecture, lighting, and signage effect visitors interactions?

Report 14: DES405: Advanced Interactive Design

Name _____ Date _____

Final Critique.

Thoughts and feedback on your final project.

Semester review

week	assignments completed	home work completed	projects completed
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			