

Advanced Visual IxD

Instructor: Erin Malone

Class meets M-W 7:15pm - 10:15pm

Office hours: during class or by appointment

IXDSN 350-04
GRAPH 368-04
Spring 2017

Course Description

The Advanced Visual Interaction Design class will focus on developing a visual design language across a system using multiple delivery modes. The course will explore how aesthetics and design language influences and supports patterns of interactivity and behavior. Students will delve into micro-interactions, applying the visual language to a code library set of components like Bootstrap, developing tactics for multiple resolution delivery and telling stories through visualizing data. Students will work individually and collaboratively.

Learning Objectives

This course explores the development of creating unified and cohesive visual artifacts across iconography, brand language and data visualization.

At the end of the course student will

1. **Understand the basics of using semiotic tools** to create meaning and interactive affordances within visual iconography;
2. Understand the types of structures available for **visualizing data and how to determine which type is appropriate to the data at hand, the story to tell** and the mode of delivery
3. How to **identify, design and implement a visual design component library** for multi-touchpoint delivery through the form of an Atlas.

Grading & Evaluation

This is a studio course that requires hands-on practice and participation.

Students are expected to participate fully in-class, provide thoughtful feedback to their peers, and behave in a professional manner.

Grading

80% Assignments

This includes homework assignments, in-class activities, and unit projects.

15% Participation

General attendance, involvement in discussions and group work, motivation, and being fully and meaningfully prepared for each class. Students are expected to have considered work that shows progress

and thoughtful incorporation of feedback.

5% Growth

Final course evaluations will take into account individual growth and progress as a student and systems thinker. This consideration will be most useful in grading situations that are on the borderline.

Letter Grades: The course rubric outlines expectations regarding course work. Below a C- is considered failing. Students will receive letter grades for each unit project, as well as a mid-term progress report. A C- at mid-term is considered a warning and reported to the department. Students have the opportunity to improve their overall grade by the end of the course.

Deadlines

Deadlines manage the process for any organization. Students are expected to have all of their assignments delivered on time by the start of the class in which they are due. Late assignments will incur a penalty of 10 points per day late.

Attendance & Participation

Students are expected to attend every class, arrive on time, stay the entire class period, participate in discussions, activities and critiques.

Class meets 2 times a week, 3 hours each session. If students need to miss a class, they should email the instructor ahead of time. **Three unexcused absences will result in a student failing the class.** Being late three times (more than 10 minutes) is equivalent to one unexcused absence.

The responsibility for work missed due to any type of absence rests with the student. We will keep records of attendance and tardiness every class. Excused absences will be granted only in the case of personal illness or a family emergency. Personal issues affecting attendance and school performance should be discussed with the instructors and reported to CCA counseling services.

Studio etiquette

During class, your focus is required in order to meet learning objectives. Use of computers, cell phones, and other electronic or attention-grabbing devices is not permitted. At times, studio assignment may require the use of the internet or digital design tools. It is expected that you will focus on your work for this course, and not on other courses, personal email, social networking or other distracting activities.

We may occasionally have guest speakers - you will be informed at least a week in advance.

Any student who feels she/he may need an accommodation based on the impact of a disability should contact Access & Wellness Services (AWS) to discuss

Rules of the Road

specific needs. Please contact Suzanne Guevarra, Director of AWS at 510-594-3775, via email at sraffeld@cca.edu, or stop by the office (Irwin Student Center) to coordinate reasonable accommodations for students with documented disabilities. To reduce the instances of requests for last-minute accommodations, concerned students should consult with the AWS staff within the first few weeks of the semester.

No student may record or tape any classroom activity without the instructor's express written consent. If a student believes that he/she is disabled and needs to record or tape classroom activities, he/she should contact AWS to request an appropriate accommodation.

Students need to respect the time and efforts of their classmates. When student teams are presenting their work, it is expected that everyone's laptop will be closed, phone will be off, and that all students will be giving their full attention to their classmates.

In the land of design consultancies, designers never have enough time or resources to do their work. If you feel a bit overwhelmed by the pace of the class and the amount of work assigned, then you are right where we want you. A big part of this class is to gain a visceral feeling for what designers experience everyday. We want you to work fast and to bring an attitude of play and playfulness to your design actions. The more you make the work fun, the better the design work you will produce.

Code of Conduct

Please read and familiarize yourself with the College's code of conduct:

- cca.edu/students/handbook/conduct

In particular CCA's Integrity Code:

- cca.edu/students/handbook/integritycode

Course Outlines

Unit 1 - Icon suite - 10% of grade

Design and produce a unified and cohesive set of icons.

Submit the icon set to The Noun Project

Unit 2 - Quantified Self - Dashboard - 25% of grade

A set of mini-projects working with a team, a presentation and defining interactive/motion elements for one of the data visualizations, culminating in a team website with a data dashboard

Unit 3 - Interactive Visual System - 35% of grade

Creation of a visual language for an experience across media (including interactive and/or print) in the form of an Atlas. The project can include timelines, maps, stories, data visualizations, interactive components and narrative elements - there must be at least one online interactive solution. The assignment is fairly open around content and focus - real places, fictional places, conceptual spaces - the Dalai Lama just worked with a design studio to

create an Atlas of Emotion.

The project includes a robust production aspect that will explore the creation of design specs, components and element definitions as an online brand style guide and utilization of hacked bootstrap components showcasing your visual design that is then compiled into a website in the form of a visual component library.

Materials Needed

Various articles of interest and videos will be assigned as appropriate

Materials

Sketchbook

Sharpies & highlighters

Pigma markers in various sizes - black

Colored markers and/or colored pencils

Paper

5x8 index cards - 1 pack

Adobe Creative Suite

Github account or other web hosting capability

