IXD 230-01

Visual Interaction Design

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Associate Professor

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Office Hours:
During class
Alternative times on a case by case
basis - email me to schedule

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Course Description

Visual Design in the IxD Context
Understand the value of visual aesthetics in interaction design and how these have impact on behavior, emotion, brand and communication. Demonstrate through examples how visual design supports the desired behavior for multiple screen contexts.

Basic Visual Interaction & UI Design Skills
Apply visual skills such as sketching for interaction, an understanding of visual hierarchy, typography, use of grid and structure in the context of user interface within digital screens. Practice of core design and prototyping tools used in visual interaction design production.

Visual Design Process Knowledge
Create visual elements with the context of use in mind. Develop a critical eye for what is considered exceptional visual interaction design and be able to articulate why the design is successful.

Exhibit Professionalism
Document design decisions and present those decisions in a professional manner through artifacts and deliverables and oral presentations with slides.

Course Learning Outcomes

The VIXD class will develop visual interaction skills including:
- Sketching for interaction
- Sketching for ideation
- Visual hierarchy
- Gestalt principles
- Command of typography
- Grid and structure
- Storyboarding
- Color
- Applying a visual design system across different touchpoints
- Presenting concepts visually
- Presenting visual interaction design
- Communication - assessing and discussing visual design

By the end of the class you will:
- Understand the value of the visual in supporting interaction design, especially related to the brand experience, and the impact on behavior, emotion and communication
- Develop a critical eye for what is exceptional visual interaction design and how to discuss and defend
- Able to design digital UIs utilizing best practices and understanding of common UI patterns
- Understand how a variety of touchpoints influence the user experience and the brand impression

Grades   There are a total of **100 points** possible in this course

80 Pts possible for Project Assignments
Visual Design Bootcamp - 20%
       7 mini projects
       Total 100 pts.
Project 1 - Applying A Brand - 25%
       5 parts
       Total 100 pts.
Project 2 - Designing A Visual System - 35%
       9 parts
       Total 250 pts.

15 Points Possible for 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 Points Possible for Growth
Students are expected to show marked improvement of skills and craft over the course of the class as they practice and iterate their design solutions. Growth includes polish and professionalism in the work deliverables and presentations.

Letter Grades: The course rubric outlines expectations associated with each letter grade. Below a C- is considered failing. Students will receive letter grades at the end of each unit, mid-term, and at the close of the course.

A C- at mid-term is considered a warning and reported to the department. Students have the opportunity to improve their overall course grade by the end of the course.

All course work must be completed by the final day of class, extensions cannot be offered.

Homework   Any assigned work needs to be prepared and ready for review and/or discussion at the beginning of class.

Late assignments will not be accepted.

Feedback &   One of the main learning exercises in this course is the design critique.
Critiques

The goal of design critiques is to learn to present design work, learn to view design work, and engage in a critical conversation. To participate in a design critique, one must pay attention to what is being presented, and verbalize questions and comments.

Students will receive feedback in the form of class crits (from fellow students, the instructors and guests), 1:1 meetings with the instructors, and letter grades. Students will receive most feedback from class crits, supplemented by several 1:1 sessions with the instructors throughout the course. Students are expected to consider all feedback, whether from fellow students, instructors or guests, and provide constructive feedback to their peers.

Deliverables

Printed deliverables are required for in-class critiques (i.e. Sketches, mockups, prototypes, posters, presentations, etc.) and should be physically brought to class as printouts or physical prototypes. In most cases these will be black and white unless otherwise specified. Files should be uploaded to the course Google Drive folder digitally, **BEFORE** class begins and should include your name in the file name. This class requires a lot of hand sketching.

Communication with Faculty

Your professor is available for all questions and concerns outside of course studio hours by email, Monday— Friday and will generally respond within 24 hours (exclusive of weekends). Faculty can be reached at the email address listed at the top of the syllabus.

Attendance Policy

Students must be present in the classroom for the entire class period for each scheduled class in order to fully develop skills and ideas.

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 include a death in the family, sickness (with doctor's note) and religious commitments. Personal issues must be discussed with the instructors and reported to CCA counseling services to determine if they are considered excused or unexcused.

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.

Sketching, Process Documentation & Materials

A sketchbook is required for recording your working process, in the form of drawings, storyboards, photos, writing and collage.

The size or format of the sketchbook is up to you but should be portable for field notation, yet large enough for meaningful and descriptive drawings/diagrams.

Additional supplies as needed:
- Black sharpies of at least 3 different weights (fine, medium, and chisel), and/or a set of Pigma Micron markers in various weights (.05, .08,
- Yellow highlighter or Blue Copic Sketch Marker
- Grey Copic Sketch Marker
- Scissors

- Glue stick
- Ruler
- Pencil/Eraser
- Drafting Dots or White Artists tape
- Post it notes
- Sketchbook
- 5x8 blank white index cards
- White paper - 11x17 - split a ream with your classmates
- Tracing Paper - at least 11x17

Tools: Keynote, Sketch, Photoshop, Invision, HTML, CSS

Journal/Sketching

Your learning experience is as much about the thoughts and ideas you have over the course of the semester as it is about what is expressed in the final deliverables of your projects. Please keep a sketchbook that shows the development of your thinking, whether related to project work or thoughts that you have during discussions in studio. Your sketchbook will be periodically reviewed and will influence the participation portion of your final grade.

The expectation is that you draw by hand, in your journals. You will learn how to sketch note, which will help you visualize ideas, and will be encouraged to develop a visual vocabulary for use throughout your career as an interaction designer.

Ivan Brunetti, the cartoonist, says this about drawing on the computer - "students are erasing the invaluable evidence of their process, their thinking, their struggle, their search. The student never risks losing control and thus never learns to regain control of the tool or even allow the tool itself to suggest an unforeseen mark. There is no discovery, only micro-managing"

"Sketching is a sense-making tool which supports the synthesis of visual imagery." ~ Niall Seery and his colleagues at the University of Limerick

More on why hand-sketching is important to your practice as a designer: https://www.smashingmagazine.com/2013/10/things-you-can-accomplish-with-hand-sketching-doodling/

Keep track of things you notice, sketch ideas for the exercises, mini-projects and parts of the projects we are doing in the class as well as sketchnotes for this class and others.

Studio Etiquette

CCA classrooms, shops and other facilities exist to create an efficient learning environment that many people share and use. There is no storage for your belongings.

Most of the time your Studio classes are about building a community and "plugging in" obstructs your ability to be part of the class. Should there be an opportunity for exception, your Core Studio faculty will let you know.

There will be a shared playlist created so music can be enjoyed in the studio. **Turn your devices off in class. The use of cell phones, texting, or social media is prohibited in the classroom** unless you have made special emergency contact arrangements with your teacher. You will be asked to leave by the teaching assistant if you are caught using these devices.

Additionally, when guest speakers are present and when your classmates present their work, you are requested to refrain from using your laptop.

Social Media policy: While at times digital social tools (Facebook, Twitter, Instagram, Snapchat, Tumblr, etc…) may be part of the content of this course, it is not acceptable during lectures, presentations or studio work times and will affect your grade.

Absolutely NO photography, video or audio recording of faculty without express permission by your professor.

Recommended Books   **Type on Screen - Ellen Lupton - Required**

Graphic Design, The New Basics - Ellen Lupton - Recommended
On Web Typography - Jason Santa Maria - Recommended
Design is a Job - Mike Monteiro - Recommended

See resources for additional readings

Creative Rights and Responsibilities   The Academic Environment: CCA strives to provide an academic environment that supports and challenges our students to grow, learn and create. Students, staff and faculty share a responsibility for creating and maintaining such an environment. Behavior that is disruptive to the learning process of others will be addressed.

Responsible Expression: The college encourages frank discussion and honest expression in the studio and classroom. Art and learning require the open exchange of different ideas and perspectives. However, each individual's freedom of expression must also be weighed with our shared goal of creating a vibrant and inclusive artistic and intellectual community. CCA does not condone expression that singles out specific people or groups for gratuitous insult or that interferes with the learning experience of other members of the college community.

Academic Integrity Code: CCA students are expected to maintain standards of academic integrity. While collaboration with colleagues is generally

encouraged and even required for many assignments, the college defines four types of academic dishonesty you need to be aware of: Cheating, Fabrication, Plagiarism, Facilitating academic dishonesty, or intentionally or knowingly helping or attempting to help another to violate any provision of this code.

http://www.cca.edu/students/handbook/integritycode

Course Outline

This calendar is subject to change based on the class needs and progress. There will be many shorter in-class projects. These dates include both critique days and project kick-offs — so it is critical to be in class.

Visual Design Bootcamp		
	9/5	Introduction Gestalt exercises
	9/10	Critique - Gestalt Grids exercises
	9/12	Critique - Identifying Grids Designing with grids exercises
	9/17	Critique - Designing with Grids UI sketching exercises
	9/19	Critique - UI Sketching Type - scale and motion exercises
	9/24	Critique - Type - scale and motion Type - hierarchy exercises
	9/26	Critique - Type - hierarchy Color exercises
	10/1	Critique - Color
Understanding and Applying Brand to UI		
	10/1	Introduce Project 1 - Understanding & Applying brand (topics include competitive visual analysis, icon design, semiotics, moodboards, style tiles, UI design, process documentation)
	10/29	Critique - Project 1 - Understanding & Applying brand
Designing and Applying Brand to Multiple Touchpoints		
	11/5	Introduce Project 2 - Designing & Applying Brand across multiple touchpoints (topics include mobile best practices, working with alternate screens, logo design, UI design, process documentation, presenting your work)
	12/10	Critique - Project 2 (½ the class) With guest reviewers
	12/12	Critique - Project 2 (½ the class) With guest reviewers

Readings

Required Texts:

Type on Screen, Ellen Lupton, Princeton Architectural Press

Other Texts:

Thinking With Type, Ellen Lupton, Princeton Architectural Press

Other Readings - chapters will be supplied in PDF format
Several of the weekly readings will come from these books. I will supply PDF's of the relevant chapters but you may want the whole book at some point

The New Graphic Design Basics - chapters on gestalt principles
Ellen Lupton & Jennifer Cole Philips, Princeton Architectural Press

Designing with the Mind in Mind - chapter 2 and 4
Jeff Johnson, Morgan Kauffman

The Laws of Simplicity - chapter 2
John Maeda, MIT Press

Understanding Comics - chapters 6 and 8
Scott McCloud, Harper Perennial

Design is a Job - chapters 7 and 8
Mike Moneiro, A Book Apart

On Web Typography - chapters 4, 5, and 6
Jason Santa Maria, A Book Apart

Designing for iOS

https://developer.apple.com/library/ios/documentation/UserExperience/Conceptual/MobileHIG/

Google Material Design

https://www.google.com/design/

Mobile and Multi-Device Lessons Learned

Luke Wroblewski, static.lukew.com/MobileMultiDevice_LukeWsm.pdf

 Mapping Experiences, James Kalbach, O'Reilly Media

Adaptive Path's guide to Experience Mapping

http://www.mappingexperiences.com/

Online Articles

Gestalt and sketching articles

Why is Sketching Still Important to Design

http://www.core77.com//posts/52948/Why-is-Sketching-Still-Important-To-Design

The Sketch Book

http://konigi.com/wiki/sketch-book/

The Benefits of Visual Note taking

https://www.melcrum.com/blog/draw-my-mind-benefits-visual-note-taking

Design Elements and Principles

https://designschool.canva.com/design-elements-principles/

Understanding Visual Hierarchy in Web Design

http://webdesign.tutsplus.com/articles/understanding-visual-hierarchy-in-web-design--webdesign-84

Color articles

Understanding the Qualities and Characteristics of Color | Tuts+ Web Design Article

http://webdesign.tutsplus.com/articles/understanding-the-qualities-and-characteristics-of-color--webdesign-13292

Color Usability: 4 Keys to Clockwork Conversion | Three Deep

http://www.threedeepmarketing.com/blog/color-conversion-science-clockwork-model/

Color Theory for Designers - Smashing Magazine | Parts 1, 2, 3

https://www.smashingmagazine.com/2010/01/color-theory-for-designers-part-1-the-meaning-of-color/

https://www.smashingmagazine.com/2010/02/color-theory-for-designers-part-2-understanding-concepts-and-terminology/

https://www.smashingmagazine.com/2010/02/color-theory-for-designer-part-3-creating-your-own-color-palettes/

Web Developer's Guide to Color

https://www.smashingmagazine.com/2016/04/web-developer-guide-color/

Branding articles

How to Use Photography in Branding

http://designerfund.com/bridge/how-to-use-photography-in-branding/

Branding - Not just a Logo

http://heidicohen.com/branding-logo/

20 Actionable Tips to Build a Winning Visual Brand Identity

https://designschool.canva.com/blog/20-easy-tips-build-visual-brand-identity/

The Impact of Interaction Design on Brand Perception

https://www.nngroup.com/articles/interaction-branding/

What Apple and Starbucks Taught Me About Building A Brand

http://www.fastcodesign.com/3055704/what-apple-and-starbucks-taught-me-about-building-a-brand

Logo articles

New logo and Identity for SFMOMA done in-house

http://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_sfmoma_done_in_house.php#.V65GS5MrIUF

New Global identity for Netflix

http://www.underconsideration.com/brandnew/archives/new_global_identity_for_netflix_by_gretel.php#.VjFEZa6rTuM

The 7 Step Paul Rand Logo Test

https://entrepreneurshandbook.co/the-7-step-paul-rand-logo-test-5c7b546af17b#.lk6safw9t

A Lightweight Branding Exercise for Startups

https://medium.com/@bbergher/a-lightweight-branding-exercise-for-startups-8776f0cb0ea7#.vtoom81c

Design System articles

The Rise of Design Systems

http://electronicink.com/rise-design-systems/

Color in Design Systems

https://medium.com/eightshapes-llc/color-in-design-systems-a1c80f65fa3#.rpmxurfxw

Buttons in Design Systems

https://medium.com/eightshapes-llc/buttons-in-design-systems-eac3acf7e23#.tmbq2srqh