

The Art Institute of Atlanta

IMD 220 User-Centered Interface Design

Section A, Spring 2006
Course Outline

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<i>EXTRA CREDIT</i>	<i>15</i>
Extra Credit 1. Usability Day (+1 %)	15
Extra Credit 2. Senior Project Presentations (+1 %)	15

Please note: The contents of this course outline may be revised by the instructor during the quarter. The changes may be made to improve and facilitate the students' achievement of the competencies for the course.

The Art Institute of Atlanta

IMD 220 User Centered Interface Design

Section A
Course Outline, Spring 2006

COURSE DESCRIPTION

Students learn the skills to design interactive interfaces, as well as examining communication and business goals, target audience, information architecture, media, and delivery platform. They explore guidelines for user-centered interface design and apply them to various interface design projects.

Credits

4 Credits, 6 Hours

Prerequisite

IMD 200 Information Architecture

OBJECTIVES

Upon completion of this course, you should be able to:

- Differentiate between interface design, information design, information architecture and interaction design
- Carry out user research as a foundation for developing design concepts
- List usability heuristics
- Identify interface design heuristics
- Identify basic guidelines for designing intuitive navigation
- Describe guidelines to meet accessibility standards
- Identify general design guidelines for forms (including submit and reset)
- Describe specific color schemes (complimentary, analogous, monochromatic)
- Use principles of Proximity, Alignment, Repetition, and Contrast when designing the layout of a web page
- Explore the relevance and use of color when designing the pages of a web site
- Determine creative and effective methods of visually communicating information using an interactive interface
- Describe relationship between an interactive interface design and the resultant user experience
- Write a design concept note
- Develop creative design concepts and associated comps in keeping with the purpose, audience and technical feasibility
- Design interface prototypes using appropriate production tools
- Analyze and critique interface design on web sites, multimedia CD-ROMs, DVD applications

COURSE INFORMATION

Textbooks

Tidwell, Jennifer. (2006). *Designing Interfaces*. O'reilly Publishing. ISBN: 0596008031

Supplemental Materials

You will need at least two disks/backup methods. Must have a web account (server space) to upload assignments. If you do not have an account, please contact the service bureau on 2nd floor. A graph paper tablet and/or centered draft pad (<http://www.87rounds.com/product/centered-draft-pad/>) and a mechanical pencil are highly recommended.

Technology

Mac and/or PC computer, Internet connectivity, Scanner, Printer
Adobe Photoshop, HTML editing software, Macromedia Flash, FTP application, Word-processing software

Room/time

	Day/Time	Room
Class:	Tuesday 6:00-7:55 pm	416A
Lab:	Wednesday 6:00-9:50 pm	216

Instructor

Name:	Aarron Walter
Phone:	770-689-5006
Email:	aarron@classbot.com
Office hours:	Mondays, 5 - 6 PM Tuesdays, 4 - 6 PM Or by appointment Room 217

COURSE GRADING

Assignments

The final grade will be based on the following scheduled activities:

Activity / Assignment	Title	Points	%
Assignment 1.	Jump Page	50	5%
Assignment 2.	Thumbnail Compositions	150	15%
Assignment 3.	Grayscale Layout	150	15%
Assignment 4.	Research Presentation	150	15%
Assignment 5.	Concept Design	150	15%
Assignment 6.	Photography Portfolio Site	200	20%

Exams

Final Exam	Final Written Exam	150	15%
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Extra Credit

Extra credit 1	Usability Day	+1
Extra credit 2	Senior Project Presentations	+1

Grading Scale

%	Grade	%	Grade	%	Grade	%	Grade
96-100	A	86-89	B+	76-79	C+	66-69	D+
90-95	A-	83-85	B	73-75	C	61-65	D
		80-82	B-	70-72	C-	=<60	F

Submitting Assignments

Every student will create a personal online jump page for this class. The URL for this page should be submitted to the Class Bot drop box by the specified deadline (see schedule below).

All assignments need to be uploaded to a web server by the stipulated time/date and linked from your personal jump page. Each student's jump page should have the following information on it:

- o Your Name
- o Course number, name and section
- o Instructor's name
- o Assignment number
- o Assignment title
- o Due date (from the course outline)
- o Date of submission
- o Link to the assignment (the assignment title and number)

Web Server

Please note that all your assignments need to be submitted online. Please remember that servers can go down. If your primary server goes down, please upload your work to a backup server (you could use one of the free web hosting services for this).

Late Assignments

If an assignment cannot be accessed online on the due date, it will not be graded (resulting in a 0 for the assignment). If an assignment is not received on time, it cannot be resubmitted.

Exams and Quizzes

The midterm and the final exams must be taken at the scheduled time/date. Failure to appear for these exams will result in a score of '0' for the corresponding test. Similarly, if you are absent or late on the day of a quiz, you will not be able to take the quiz and will receive a "0" for the corresponding quiz.

Success in this Course

This course has been designed to help you attain the critical competencies that will allow you to be successful through the rest of your coursework and also an effective professional when you graduate. To get the most out of the course, be sure to keep up with the weekly activities (study questions and lab exercises) outlined in this document. Timely commencement of assignments and completion by the due date are also important. This is not a tough course but it is certainly **a demanding course**. Taking the course requirements and assignments seriously from the first day will be most beneficial for successful completion of the course.

AIA ATTENDANCE POLICY

It is the goal of this policy to improve the academic performance of students in the classroom by stressing the importance of course attendance and reinforcing the work-ready expectations of employers for employee attendance.

Students should be prepared to start the quarter the first day of classes and to drop/add courses early in the first week of the quarter to minimize absences.

The following attendance requirements are in addition to and amend those currently published in the AIA Student Handbook and Daily Planner.

Course Attendance Policy

- Students are required to attend all class meetings, to arrive on time, and to stay for the full duration of the class.
- Students arriving 20 minutes after the start of each class will be marked absent. Students who leave class before the class is over and without the approval of the instructor will be marked absent.
- Students who accumulate more than three absences may be dropped from the course and a grade of "FS," Fail/Suspension, will be recorded for the course. Students who are suspended receive no refund for the course.

There are no excused absences. Students may verify their attendance with the instructor of the course. In the event a student is suspended from a course and believes an error in recording attendance has been made, he or she should first contact the instructor.

Attendance Appeals Process

Students may appeal a course suspension. Such appeals must be made in writing to the Registrar. Appeals will only be considered when the absences were beyond the control of the student and **all** absences are fully documented.

ACADEMIC HONESTY

As a member of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff, and fellow students. In speaking with any member of the college community, students must give an accurate representation of the facts at hand. Students are required to refrain from any and all forms of dishonorable or unethical conduct related to academic work. In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not the product of the student's own efforts is considered dishonest. Engaging in academic dishonesty can have serious consequences for the students. Academic dishonesty includes, but is not limited to, the following:

- Cheating
- Plagiarism
- Submission of the same work in two or more classes without prior approval of the faculty members of the classes involved.
- Submission of any work (full or partial) not actually produced by the student.
- Submission of any work without clear acknowledgement (reference/credit) of the original author or creator of work.

Students proven to have been dishonest in submitting or presenting their work in this class will receive the F (fail) grade for the class. Record of this incident will also be kept in the student's file. If such an incidence occurs and you would like to file a written appeal, you may do so with the academic director of the department.

To learn how to properly cite sources visit <http://www.studentabc.com>.

DISCLAIMER

All work designed and developed in this class should carry the following statement (typically displayed at the bottom of the page):

This interactive media project was created by students for educational purposes at The Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.

SCHEDULE

Date	Reading to be Completed Before Class	Assignment Due	Topic/Activity
Tue April 4 (wk 1) Class			<ul style="list-style-type: none"> • Overview of course • Introduction to design • Discussion of screen media vs. print media • Vocabulary • Discuss Assignment 1: Jump Page
Wed April 5 (wk 1) Lab	http://www.digital-web.com/articles/principles_of_design/ http://daphne.palomar.edu/design/gestalt.html	Assignment 1. Jump Page	<ul style="list-style-type: none"> • Exercise: page layout part 1 • Introduction to grid alignment systems • Critique of layouts • Exercise: page layout part 2 • Discuss Assignment 2: Thumbnail Compositions
Tue April 11 (wk 2) Class	http://www.digital-web.com/articles/elements_of_design/		<ul style="list-style-type: none"> • A brief history of typography • Typography for the screen • Typography resources • Vocabulary
Wed April 12 (wk 2) Lab	http://usabletype.com/styles/ (read all sub sections within, intro, accessible text, etc.)	Assignment 2. Thumbnail Compositions	<ul style="list-style-type: none"> • Critique of Thumbnail Compositions • Exercise: setting digital type • Critique of type layout exercises • Discuss Assignment 3: Grayscale Layout
Tue April 18 (wk 3) Class	http://www.color-wheel-pro.com/color-theory-basics.html , http://www.color-wheel-pro.com/color-meaning.html http://www.color-wheel-pro.com/color-schemes.html		<ul style="list-style-type: none"> • Introduction to color theory • Color resources • Vocabulary
Wed April 19 (wk 3) Lab	http://www.webdesignfromscratch.com/colour.cfm	Assignment 3. Grayscale Layout	<ul style="list-style-type: none"> • Critique of Grayscale Layout • Exercise: Monochromatic, analogous, and complimentary page designs • Critique of color exercises
Tue April 25 (wk 4) Class	http://www.thinkingwithtype.com/		<ul style="list-style-type: none"> • Visit library to explore design resources and begin research for Assignment 4: Research Presentation
Wed April 26 (wk 4) Lab	http://www.sitepoint.com/articles/anatomy-web-fonts		<ul style="list-style-type: none"> • Compare and contrast concept and style • Writing a concept note • Exercise: Logo concepts • Discuss Assignment 5: Concept Design
Tue May 2 (wk 5) Class		Assignment 4. Research Presentations	<ul style="list-style-type: none"> • Presentations of research projects
Wed May 3 (wk 5) Lab			<ul style="list-style-type: none"> • Exercise: Identifying successful and unsuccessful design • Discuss results of exercise • Work on Assignment 5: Concept Design
Tue May 9 (wk 6)		Assignment 5. Concept Design	<ul style="list-style-type: none"> • Critique of Assignment 5: Concept Design

Date	Reading to be Completed Before Class	Assignment Due	Topic/Activity
Class			
Wed May 10 (wk 6) Lab	http://www.digital-web.com/articles/designing_for_the_web/		<ul style="list-style-type: none"> • Designing for interaction • Exercise: Form design part 1 • Critique of form designs
Tue May 16 (wk 7) Class	<u>Designing Interfaces</u> Chapter 1. What Users Do Chapter 3. Getting Around: Navigation, Signposts, and Wayfinding		<ul style="list-style-type: none"> • Interaction schemas • Wayfinding • Vocabulary
Wed May 17 (wk 7) Lab	<u>Designing Interfaces</u> Chapter 4. Layout of Page Elements		<ul style="list-style-type: none"> • Exercise: Form design part 2 • Critique of form designs • Discuss Assignment 6: Photography Portfolio Web Site
Tue May 23 (wk 8) Class			<ul style="list-style-type: none"> • Guest speaker to be announced.
Wed May 24 (wk 8) Lab		Questions for guest speaker Andy Hume	<ul style="list-style-type: none"> • Work on Assignment 6: Photography Portfolio Site
Tue May 30 (wk 9) Class	http://thedredge.org/about/		<ul style="list-style-type: none"> • Guest speaker: Andy Hume from UsableType.com • Review for the final exam
Wed May 31 (wk 9) Lab	http://www.papress.com/thinkingwithtype/resources/type_advice.htm		<ul style="list-style-type: none"> • Work on Assignment 6: Photography Portfolio Site
Tue June 6 (wk 10) Class		Final Exam	Final Exam
Wed June 7 (wk 10) Lab		Assignment 6. Photography Portfolio Site	Presentation of Assignment 6

ASSIGNMENTS

Assignment 1. Jump Page Design

Create a jump page that allows the instructor to jump (link) to all of the labs and assignments you produce in the course. The jump page should include the following:

- Your name
- Your logo
- The school's name
- Course name, section, number and academic term (ex: Spring 2006)
- Instructor's name
- Link to each assignment labeled with the assignment number, name, and due date (ex: Assignment 2: Thumbnail Compositions. April 12, 06)
- All content should fit in a maximized browser window at 800 x 600 on Mac or PC with no horizontal or vertical scrolling
- Launch assignments in a new browser window
- Visual design style or concept of your choice
- Include the disclaimer in the footer of the page (see bottom of page 6 in this document)

Marking Criteria

Total Points: 50

- Assignment requirements
- Visual Solution
- Effective use of color
- Effective use of layout and structure
- Effective use of typography

Assignment 2. Thumbnail Compositions

Create 4 thumbnail compositions representing 5 different concepts (total of 20 thumbnails, 4 for each word) using only black shapes on a white background (no type, photos, or color). See the example to the right:

Present your thumbnail designs as Gif images on an HTML page, separating each grouping with ample vertical space. Give the page a logical heading, and include a simple bookmark link navigation to jump to each set of designs. Do not reveal the concept illustrated, however for the purpose of critique. Instead, place the concept word in the title attribute of the image as seen below:

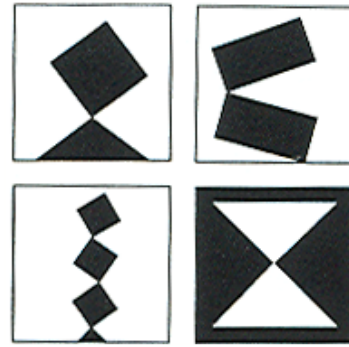
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Marking Criteria

Total Points: 150

- Assignment requirements
- Effective communication of concept
- Creative delivery



Assignment 3. Grayscale Layout

Using the content provided to you, create a one-page layout using XHTML and CSS that effectively presents the content in a usable, attractive layout following web standards. Your design should make use of only black, white, and tones of gray. Create a logo that effectively communicates the concept of the page. Your layout should effectively deal with all of the following issues:

- Line length
- Leading
- Copy margins
- Contrast
- Information hierarchy
- Content grouping
- Grid alignment
- Balance
- Appropriate content entry points
- Facilitate quick reading
- Engaging design
- Usability

You will need to read the copy provided and decide where the logical breaks are in the narrative to begin new paragraphs, and introduce new heading or subheadings. Use runarounds and pull quotes where appropriate.

Marking Criteria

Total Points: 150

- Assignment requirements
- Creative approach
- Effective use of design principles
- Effective use of typography and type setting
- Usable design

Assignment 4. Research Presentation

Create a 5 - 10 minute presentation to be given to the class on one of the designers/topics listed below. Your presentation should be presented in PowerPoint, Keynote, or using Eric Meyer's S5 (preferred: <http://www.meyerweb.com/eric/tools/s5/>). Be sure to include footnotes on each slide where you quote or reference a source (see <http://studentabc.com> for examples of how to use MLA style citation). Include a bibliography slide at the end with all sources plus recommended information sources. Format the presentations slides so they are easy to read from the back of a classroom, and visually relate to the subject. Include screen shots and visual examples where appropriate.

- Walter Gropius
- Joseph Albers
- Shaun Inman
- Jeffrey Zeldman
- Douglas Bowman
- Todd Dominey
- Jason Santa Maria
- David Carson
- Paula Scher
- Herbert Bayer
- Paul Renner (Futura, speak to Charles Leonard)
- Nicholas Jenson
- Johannes Itten
- Brief history of Bauhaus at Weimar
- Brief history of modern type faces

Marking Criteria

Total Points: 150

- Assignment requirements
- Quality of research
- Presentation design
- Citation of sources

Assignment 5. Concept Design

Create a one-page layout using XHTML and CSS that effectively uses design principles to communicate a single word concept of your choice. Below are some example concepts:

- Metamorphosis
- Submerged
- Freezing
- Frightened
- Intoxicating

Your design can use 3 images, and the color, type, layout of your choice. Select content from Wikipedia (or other open source content provider) for the copy, but be sure to cite the source in a prominent location on the page using MLA style (see <http://studentabc.com> for examples). Do not feature the concept word on the page at all. Instead use design to communicate.

Marking Criteria

Total Points: 150

- Assignment requirements
- Effective communication of concept
- Visual design

Assignment 6. Photography Portfolio Web Site

Using the supplied content, and site map, create a small portfolio site for local photographer Rinne Allen. Benchmark sites and notes on stylistic direction will be supplied to get you started on your design. The site should remain usable to a general audience, but because it is a site for an artist, should present the content in a creative manor.

Marking Criteria

Total Points: 200

- Assignment requirements
- Effective use of design principles
- Creative approach
- Usability
- Quality Assurance

EXTRA CREDIT

Extra Credit 1. Usability Day (+1 %)

Attend Usability Day (date to be announced) during this quarter. Make sure you sign the attendance sheet at the door.

Marking Criteria

Total %: /1

- Attendance and participation (1)

Extra Credit 2. Senior Project Presentations (+1 %)

Attend Senior Project Presentations (date to be announced) during this quarter. Make sure you sign the attendance sheet at the door.

Marking Criteria

Total %: /1

- Attendance and participation (1)