ARTG 4336

GRAPHIC DESIGN 8
INTERACTIVE

CRN: 29305  |  Spring 2022

Professor. Alireza Vaziri Rahimi
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Office hours: Mondays and Wednesdays, 4:00pm - 4:30pm
Office room: FOXA 461
Course meeting location: Fox Fine Arts, Computer Lab B
Course meeting times: Mondays and Wednesdays, 4:30pm - 7:20pm

COURSE DESCRIPTION

ARTG 4336 is a 3-credit course for all majors. Interactive Design is a specialized application of graphic design that places added emphasis in the areas of UI (user interface) and UX (user experience) design. Students will pursue further exploration of the principles of graphical user interface design, user experience, usability, interaction and digital storytelling through the ideation and designing a web page and an application. The course covers the design process from the initial formulation of a design problem to creation of digital prototypes. The class structure is a mix of design activities, lectures, and design critiques of student work by peers and the instructor.

COURSE OBJECTIVES

Students will develop the necessary skills to analyze case studies, communicate and discuss design principles and guidelines related to the interactive design, and practice design thinking as applied to these digital products. Furthermore, this course will enhance their ability to find design problems, think creatively, plan ahead, and manage their time. Through a series of lectures, discussions, in-class design practice, and projects, students will explore the role of interaction designers. Students will learn how to do design and prototype interactive products and services. Following the spirit of design thinking, students will spend part of the class time to design, critique, and share feedback.

STUDENT LEARNING OUTCOMES:

On the successful completion of this course, students will be able to:

1. Explain basic concepts, techniques, and knowledge of interaction design;
2. Critically discuss common methods in the UI/UX process;
3. Use visual thinking and communication techniques to develop design concepts;
4. Explore and use current tools and trends in UI/UX design.
5. Develop critiquing skills to analyze interaction design artifacts and concept design.
6. Formulate necessary components for presenting interaction design project.
7. Design website and mobile application layouts.
EVALUATION

Your final grades will be posted on Blackboard and will be determined by the following:

15% Attendance & Participation
55% Assignments
30% Final project

You will be evaluated on:
The level at which you meet or exceed class expectations.
The level of care and research you demonstrate regarding your design process—this could include sketches, exploration of different approaches, your response to and use of constructive criticism, etc.
your ability to communicate your ideas and projects in a clear, professional manner.
Your demonstrated understanding of user interface and user experience design principles.
How prepared you are for class (including meeting deadlines).
The quality of your participation in class discussion and critiques.

GRADING SCALE

Grade Distribution:
1000-900 = A  899-800 = B  799-700 = C  699-600 = D  599 and Below = F

A Outstanding work and is reflective of works and performance of exceptional ability and absolute quality.
B Above average performance, going beyond expectations.
C Average and adequate work that fulfills requirements and expectations.
D Less than average performance and is considered underachieved.
F Unsatisfactory performance. The student will receive no credit. (Fail)

Graphic Design 8: Interactive is a grade-based course and is not available for audit, pass/fail or satisfactory/unsatisfactory (S/U) options.

COURSE TOPICS BY WEEK

**Weekly topics subject to change based on course progression.

Week 1: Interaction design? Design Principles
Week 2: Understanding Usability Principles+Design Patterns
Week 3: Design Tools for Digital Products+Research & Wireframing
Week 4: Emotional Design+Project 1
Week 5: Color & Typography for Digital Products
Week 6: Cognitive Load & Page Layout
Week 7: Affinity Mapping+Proposal Statement
Week 8: UX Research Processes
Week 9: CRUD & Prototypes
Week 10: Microinteractions & Motion in UI
Week 11: Usability Testing
Week 12: The Art of Presentation
Week 13: Critique & Studio
Week 14: Review + Potential Guest Speaker
Week 15: Final Project - Final Designs
Resources

Books

There is no textbook for this course, however there will be a number of readings assigned throughout the course, and here are some recommended books, videos and articles:

Design of Everyday Things
Change by design
Well-Designed: How to Use Empathy to Create Products People Love
Listen like you mean it: Reclaiming the Lost Art of True Connection
Solving Problems with Design Thinking: Ten Stories of What Works
Problem Finding, Problem Solving, and Creativity
Are Your Lights On?: How to Figure Out What the Problem Really Is
Universal principles of design
Ruined by Design: How Designers Destroyed the World, and What We Can Do to Fix It
Mismatch: How Inclusion Shapes Design (Simplicity: Design, Technology, Business, Life)
Prototyping for Designers: Developing the Best Digital and Physical Products
Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems

Movies and documentaries (more generic on creativity and other design disciplines)

The Social Dilemma
Sign painters
Design Canada
Abstract, the art of design
The creative brain
PressPausePlay
Objectified
Helvetica
Design disruptors
Design & Thinking
Design the new business
The loop

Articles

1. The Ultimate Guide to Understanding UX Roles and Which One You Should Go For
2. Design Patterns: When Breaking The Rules Is OK
3. Why a cookie-cutter design system won’t work for your organization
4. Overcoming Material Design
5. The Case Against Using Bootstrap To Design Websites
6. Design for Emotion to Increase User Engagement
7. A Five-Minute Guide to Better Typography
8. Five Sneaky Typography Errors to Avoid
9. 5 online typography exercises to improve your skills
10. A Guide to Combining Fonts
11. TYPOGRAPHY 2020: A SPECIAL LISTICLE FOR AMERICA
12. Who was Garamond, anyway? The history behind 5 classic typefaces
13. Affinity Diagrams: Tips and Tricks
14. Design Thinking Methods: Affinity Diagrams
15. On Surveys
17. 8 Creating Usability with Motion: The UX in Motion Manifesto
18. How to Get Users Hooked on Your Interfaces
19. Never Show A Design You Haven’t Tested On Users
20. How to Write a Usability Report People Will Actually Read
WEEKLY ASSIGNMENTS

Assignments (ToDoNext)

Each week there will be a homework assignment. Please post all homework assignments (named “ToDoNext” in the lectures) to that week’s section on Blackboard.

Readings

Readings will be assigned throughout the semester. Everyone is expected to read the readings. One person will be selected for each reading to prepare a class presentation. Each student is expected to engage in class discussions when readings are assigned. This counts towards your class participation grade. The reading comments should reflect points you found particularly interesting—for instance, because you found them provocative, you disagree with them, you think they relate to your own project in an interesting way, etc.

Late Work Policy

Generally, there’ll be a penalty for each day the work is late.

Incomplete Grade Policy

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

Attendance

Students are expected to participate in class sessions as they are able. Think of this class as part of our professional life and keep in mind that we would not fail to report to work without giving appropriate notice. Students are responsible for finding out what they missed in class by referring to the syllabus and to our peers. Group activities and class participation grade both rely on attendance. We will do individual and group activities in class each week. Missing a significant number of classes, or class disruptions, will result in a deduction from the course grade.

Students must be on time to class, each student is permitted 3 absences during the semester without penalty. On your fourth absence your final course grade will be lowered by one full letter grade, meaning if you had an A, the highest grade you can receive is a B. Your fifth absence will result in a failing course grade. There are no exceptions to this policy. The only excused absences—illness, death in the immediate family or participation in UTEP organized mandatory activities—must be accompanied by a note from the UTEP Student Health Center, another health care provider, or UTEP faculty/coach.

Technology requirements

Course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Google Chrome and Mozilla Firefox are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop. Check that your computer hardware and software are up-to-date and able to access all parts of the course. You also need to have access to Image creation software such as Adobe Creative Suite (Photoshop / Illustrator) and Digital layout and prototyping software such as InvisionApp (free), Adobe XD (free), or Figma (free).

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!
INSTRUCTOR INTRODUCTION

Alireza Vaziri Rahimi is a Designer/Educator specializing in Graphic and Interactive Design. Over a decade of professional and academic experience has equipped him with creative methods and collaborative skills in Visual Communication Design. Alireza earned his MFA degree in Design from University of California, Davis, and a bachelor’s degree in Stage Design from Tehran University of Art. He has received national and international design awards such as London International Creative Competition, Goethe-Institute, Graphis, C2A Creative Communication Award and etc. His projects have been featured in several publications and displayed in exhibitions, websites and galleries around the world such as Manetti Shrem Museum of Art (California), Fotomuseum Winterthur (Vienna), Museum of Fine Arts (Leipzig), Iranian Artists Forum (Tehran) Graphic Stories exhibition (Cyprus), Russia designer Association (Moscow) and many others. In addition, he works with various global brands such as Samsung, Renault, Unilever, Sony and etc.

“I believe Design is a way of changing the world to be a better place. A better world may have a different definition for different people: perhaps an ergonomic chair or an interface for a pioneer application, each can make one’s world a better place to live in. As designers, we have a responsibility to our society, and we should welcome challenges and mainly confront the inner voices telling us to “just mind yourself.” As per the legendary Persian poet Rumi: “I came to you without ‘me,’ so come to me without ‘you’.”

ACADEMIC CONDUCT

While there is a very small place in the industry for the use of stock photography, imagery and code, as a designer you are hired on your ability to create visual content, not use content created by others. There aren’t any legitimate design jobs for designers who use the work of others either claiming it as their own or using it because you don’t want to create your own. If all designers had to do was buy or steal the work from others, why would anybody need a designer? In this class, this means that all imagery used during the semester must be your own or supplied by me. If I suspect that you have copied the work of others, I will ask to see your original sketches and digital files. If you find work that is listed as creative commons, technically you are free to use it if you cite the original author, but again, you are designers and you are the content generators. There are tons of repositories and tutorials out there available to you. However, you should never simply cut and paste the code, image, slogan, illustration and etc and say it’s your design. Plagiarism and cheating of any kind in the course of academic work will not be tolerated. Academic honesty includes accurate use of quotations, as well as appropriate and explicit citation of sources (including all images). These standards of academic honesty and citation of sources apply to all forms of academic work (written, visual, and presentation). Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension, or dismissal from the university.

Students must receive prior permission from instructors to submit the same or substantially overlapping material for two different assignments (including from different courses). Submission of the same work for two assignments without the prior permission of instructors is plagiarism.

View the full code of academic conduct at http://www.utep.edu/dos/acadintg.htm

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Instructor reserves the right to make changes to the course syllabus
You are responsible for maintaining communication accessibility through email and Blackboard