
Non-Linear Design: Designing for Interactive Communities

Overview

Students will be working on a semester long project developing and designing an interactive design. They will work to develop the content, to compile user research, to structure the information architecture, and finally to design the interface and navigation. Students are to place their designs within a specific context. This will be demonstrated in a final prototype that represents not only the design, but a user pathway.

This project will focus on the graphic designer's role in the development of rich media content and interactive spaces, and the inter-disciplinary exchange with other professionals (computer programmers, software developers, and marketing professionals). We will not focus on complex programming, but more importantly communication, information structure, interaction, process, and prototyping.

Students will be presented with an organization and will be asked to design a community centered website. All of the projects must incorporate:

An Interactive Navigation & at least 4 pages

Communication Tools: This site must assist users in communicating and participating.

Information Design: The new site must be informative, and allows users to access, engage with, manipulate and compare information.

A Coherent Visual Language: The site must operate as a system that is easy to navigate, and has a consistent visual display of information.

Course Objectives

Develop a working knowledge of interactive media and non-linear communication.

To gain empathy for the User (or the Participant) of Websites, and to gain a basic knowledge of user research, usability, and ethnographic research methods.

Develop a foundation of knowledge to effectively design information architecture, navigational structures, and interface designs.

To understand the principles of interaction (within the context of design.)

To incorporate software tools and basic programming principles used in Dreamweaver and Flash to develop interactive prototypes.

To engage in various communication techniques to communicate and work within the interactive field with other professionals.

Instructor Contact Information

Gretchen Caldwell Rinnert
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class community: <http://ksg1-kent-state-vcd.ning.com/>

Class time: Mondays & Wednesdays 8:00 - 10:45 / 11:00 - 1:45
Office hours: Mondays & Wednesdays 2:15 - 4:45

This class will have an online community that will act as a constant portal of communication. All Students should post questions, concerns, requests, and ideas where everyone can respond. Students are required to check the blog at least three times a week, specifically Sunday evenings, Tuesday evenings, and Thursday evenings. There will be software comprehension quizzes, and critical class information.

Class Blog

You will be required to create a blog or website within the first several weeks of the semester. Your personal website is due by September 9, 2009 You can obtain a blog or website several ways (using blogger.com, or [wordpress](http://wordpress.com) or you can purchase a URL). We will review this assignment in class.

Technology and Software

We will be using Adobe software, especially Flash and Dreamweaver in this class. I will be giving short tutorials on these programs, as well as conduct question and answer sessions. The Lynda.com tutorials are extremely helpful, and would be beneficial. I encourage students to work with classmates and trouble shoot with each other. As a graphic design professional it is imperative to become self reliant, and learn to teach yourself software, as it is an ever changing tool.

Required Reading

Flash CS4 Professional for Windows and Macintosh: Visual QuickStart Guide
by Katherine Ulrich (Author)

CSS: The Definitive Guide (Paperback)
by Eric Meyer (Author)

Required Subscription

Lynda.com Online Software Training / www.lynda.com

Class Critiques

Critiques will be handled in four different ways. These different critique styles will allow students to strengthen and evaluate their projects through in depth discussions, and in one on one meetings.

Desk Critiques - one on one with instructor.

Peer to Peer Critiques - Students are asked to partner up and have one on one critiques of their work.

Small Group Critiques - Students will gather in groups of 4 to 5, and critique work, as instructors walk around and surveys the group discussions. Each group critique will begin with the instructor listing the objectives of the projects. It will be the groups job to stay on task.

Full Class Critiques - These critiques are formal, and students should be dressed appropriately for presentations, and prepared to present their work as if no one in the room has yet to view it. Full class critiques are heavily weighted in the project grade. Students must be prepared, clear and concise.

Attendance	<p>Students must arrive promptly at the start of class, with cell phones off, and full attention on the class discussion. You are not to use instant messenger, email or text messenger in class. Three absences will deduct one letter grade for the semester. In this class there are no excused or unexcused absence. When you miss class you miss lectures and very important information. Your attendance is mandatory. If you think you will be missing more than three classes, you should consider taking this class another semester.</p> <p>What is a tardy? My definition: being more than five minutes late. Three tardies equal one absence.</p>
Grading	<p>There will be a total of 700 points in this class. Students will be graded against the objectives of the course for each project. You will be graded on the following:</p> <p>Grading Rubric for each project: Projects #'s 1-5</p> <p>_____/20 Meeting Project Objectives, and following Directions</p> <p>_____/20 Presentation, Effort, and Critique</p> <p>_____/20 Group Work & Collaboration (Participation in Class)</p> <p>_____/20 Creativity, Innovation and Originality</p> <p>_____/10 Process and Documentation of Project Work</p> <p>_____/10 Craftsmanship and Skill</p> <p>_____/10 Quiz</p> <p>_____/100 Total Grade</p> <p>Grading Rubric for each project: Projects #6</p> <p>_____/40 Meeting Project Objectives, and following Directions</p> <p>_____/40 Presentation, Effort, and Critique</p> <p>_____/40 Group Work & Collaboration (Participation in Class)</p> <p>_____/40 Creativity, Innovation and Originality</p> <p>_____/20 Process and Documentation of Project Work</p> <p>_____/20 Craftsmanship and Skill</p> <p>_____/50 Final Quiz</p> <p>_____/200 Total Grade</p> <p>A: Excellent: Exceptional, More than the requirement for every assignment. Work is inventive, innovative and dynamic. Active participation and perfect attendance. B: Above average: More than is required—work is of a high standard. C: Average: What is Required, Not Beyond what is Expected. D: Below average: Poor Presentation, Unchallenging Ideas, and little in-class participation. F: Poor: Poor Attendance, Assignments Completed Incorrectly, Lack of Effort, and Some Assignments are Missing.</p>

Week 1	August 31 - Project 1 Assigned / Scope and Strategy / DW & CSS September 2
Week 2	September 7 - Labor Day, No Class September 9 - Mapping workshop in class
Week 3	September 14 - Project 1 Due / Project 2 Assigned - The User / Flash Motion September 16
Week 4	September 21 September 23
Week 5	September 28 - Project 2 Due / Project 3 Assigned - Structure / Flash AS 3. September 30
Week 6	October 5 October 7
Week 7	October 12 - No Class October 14 - No Class
Week 8	October 19 - Project 3 Due / Project 4 Assigned - Wireframes / Flash - AS 3.0 October 21
Week 9	October 26 October 28 - Project 4 Due / Project 5 Assigned - Interface Design
Week 10	November 2 - Paper Prototyping workshop in class November 4
Week 11	November 9 - Project 5 Due / Project 6 Assigned - Prototyping November 11 - Veterans Day, No Class
Week 12	November 16 - Interface Design Revisions Due November 18
Week 13	November 23 November 25 - Template Page for Site (fully programmed) Due
Week 14	November 30 December 2
Week 15	December 7 - Troubleshooting Class, Full class critique, Guest Critic December 9
Exam Week	December 14 - 18, Final Critique - TBA / Project 6 Due

INSTRUCTORS COPY

Schedule

Kinetic and Sequential Graphics Advanced

Professor Gretchen Caldwell Rinnert

3 credits

subject to change

Week 1	August 31 - Project 1 Assigned Intro to class and Interaction Lecture (1) Software Lectures 1a & 1b, DW & CSS, handout DW and CSS packet. September 2 - Strategy / Scope Lecture (2), / Software Lecture (1c, 1d)
Week 2	September 7 - Labor Day, No Class September 9 - Lecture on DesignThinking (3) / Software (02) Personal Site Setup Mapping workshop in class
Week 3	September 14 - Project 1 Due / Project 2 Assigned Software (03) Flash intro September 16 - Lecture on The User (4) & Intro to Animation & Symbols - SL (4)
Week 4	September 21 - Lecture on Mapping (5), Software Lecture (5) September 23 - Small group crits, In class work time
Week 5	September 28 - Project 2 Due / Project 3 Assigned - Software Lecture (6) September 30 - Software Lecture (6b) - Sitemap Demo
Week 6	October 5 - Lecture on System Design (6), Software Lecture (7) - Variables October 7 - Lecture on Info Design & Context (9) & Small group crits
Week 7	October 12 - No Class October 14 - No Class
Week 8	October 19 - Project 3 Due / Project 4 Assigned - Lecture on Wireframes (8) October 21 - Lecture on Interface Design (7) & SL (8) - the Loader class
Week 9	October 26 - Lecture on Usability (10) October 28 - Project 4 Due / Project 5 Assigned -Lecture on Usability (10)
Week 10	November 2 - Paper Prototyping w/ Wireframes - Ex. Lecture on Prototyping (11) November 4 - Lecture on Visual Interactive Design (12) Software Lecture (10) - Dropdown menu and loader class
Week 11	November 9 - Project 5 Due / Project 6 Assigned November 11 - Veterans Day, No Class
Week 12	November 16 - Interface Design Revisions Due November 18 - Lecture on Assessibility (15)
Week 13	November 23 - Lecture on History of the Web November 25 - Template Page for Site (fully programmed) Due
Week 14	November 30 - Lecture on the Future of Interaction & building a portfolio December 2 - Small group crits, In class work time
Week 15	December 7 - Troubleshooting Class, Full class critique on project 6 progress December 9 - Desk crits, In class work time
Exam Week	December 14 - 18 FINAL EXAM WEEK TBA - Final Critique, - Project 6 Due

Website Topics (option A)

Select a CAUSE and build an information module site:

1. Green: Save energy & money by use compact fluorescent light bulbs
2. Green: Protect against water pollution, properly dispose of pharmaceuticals
3. Humanitarian Effort: Shop fair trade
4. Health Literacy: Prevention and treatment of Diabetes
5. Green: Use reusable / recyclable bags
6. Humanitarian Effort: Tornado survival, do you know how to stay safe?
7. Healthcare Reform: What does it mean for the United States?
8. Humanitarian Effort: Stop child trafficking
9. Health: Public awareness of tobacco use among women and girls
10. Green: Reduce fossil fuel use: Find alternative forms of transportation
11. Humanitarian Effort: Eliminate child homelessness
12. Sustainable Food: Buy local food, shop from local farmers
and the farmers market
13. Health Literacy: Public Awareness of Skin Cancer
14. Health Literacy: What is High Fructose Corn Syrup, and are there risks?
15. Health Literacy: Understanding the flu, stop the spread / protecting yourself

Website Topics (option B)

Select a DESIGN topic and build an information module site:

1. The complexities of the letterform
2. What is Copyright and Creative Commons
3. The history of printing
4. The history of motion graphics
5. The history of screenprinting
6. Why design - Interactive translation of AIGA PDF
7. What is sustainable design and being an environmentally responsible print designer
8. Copyright and Fonts - Why buy when I can trade and download?
9. The Importance of ADA Compliance
10. The Emergence of Social Media.

Note to Instructors

Overview

The websites the students develop should be limited to four pages that should be flushed out, and incorporate information design, that will motivate the user to take action or information design that will educate the user about design

The purpose is to familiarize them with interactive design. They should be able to complete a holistic, purposeful, and complex prototype that demonstrates a deeper understanding of design thinking through, and a solid understanding of basic principles of interaction design.

In the past the most successful projects have included:

1. A home page with mission statements, goals, and media (photos, video)
2. A contact / about us page, with links, maps, contact info...
3. Informational page(s) that use interaction to reveal the complex information (i.e. timelines, maps, and diagrams that detail out phases, sequences, steps, cycles, evolutions and processes).
4. Use both Flash and DW to complete the site