Course description: Focuses on creative concepts of design problem solving for interactive design: includes techniques specific to web, multimedia for the web, and other interactive design products. Interactive Design II includes advanced interactive design functions such as animation, rollovers, and audio. Lecture 2 hours. Studio instruction 4 hours. Total 6 hours per week.

Course Purpose: Interactive Design I and II are advanced courses and comprise the major course series of the proposed Interactive Design Specialization of Communication Design. These courses focus on the creative development of interactive products, specifically addressing the unique characteristics of design for interactive technology. Incorporates applied studio solutions to interactive products with an emphasis on web pages and web-based multimedia. Each of these solutions will require application of design principles including type, color, and imagery. Students will apply skill sets and knowledge from the prerequisite foundation classes in Interactive Design I and II.

Course Objectives: Upon successful completion of Art 264, the student should be able to:
- Analyze the scope of web design in the contemporary world.
- Analyze prospective audiences through site design themes.
- Review and analyze the site development process.
- Identify site elements and demonstrate an understanding of their purpose.
- Analyze and compare web page design versus convention document design.
- Analyze basic information structures and demonstrate the ability to research topics and organize ideas into comprehensive information hierarchies.
- Design a basic user-centered web site based on audience analysis.
- Analyze and apply the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to interface design assignments.
- Demonstrate an awareness of page and site design unity in web design.
- Analyze basic typographic characteristics in web-based design.
- Create structure in web design through the use of div tags, CSS, tables, Spry effects and forms.
- Use various techniques and develop skill with media and application.

Grading:

- 10 EXERCISES .................. 50 points
- BLOG/JOURNAL ............... 40 points
- E-BOOK .......................... 40 points
- WEBSITE DESIGN .......... 40 points
- FLASH DESIGN .............. 40 points
- APP DESIGN/GAME .......... 40 points

TOTAL POINTS ........... 250 POINTS

Attendance Policy:
- All deadlines are considered final. For each week coursework is late your points will be reduced by half the points.
- All project and assignment criteria can be found on the Blackboard, even if you can not attend class you are still held accountable for all due work, no exceptions.
- Review the schedule for all due dates.
- Final Project grades will be based on the Art 264 Rubric (See below)
- All work must be uploaded and linked off your index page by the date it is due. Points will be taken for the amount of time it is late.
- If you are past your Last Withdrawal Date but have mitigating circumstances that prevent you from finishing the course, contact your instructor in writing to request a “W” grade.
- If you are receiving financial aid, course withdrawal or a grade of F may impact your status. Please contact the Financial Aid office for further information.
- All submission dates are considered final, one point will be deducted from the total project points for each week an assignment is late. All work must be uploaded and linked off your index page by the date it is due.
Attendance Policy:

- Attendance is taken to encourage you to attend and contribute to the class as a whole, as well as to help keep you on schedule with the semester’s projects.
- Remember to bring your textbook to each class, as we will be covering the material in the book during the lecture.
- Attendance is vital. If you cannot make a class, please review the courses Blackboard location to obtain project criteria. The course will meet MONDAYS, 4:00-6:50; therefore missing more than two classes will reduce your final grade by one full letter grade.
- You will have some lab time during the class; however you will be responsible for finding 4 hours of lab time each week to complete your projects.
- Since arriving to class late causes disruptions for everyone, please make it a point to be on time. If you are late more than four (4) times, 10 points will be deducted from your final points.
- Withdrawals are handled through the Admissions and Records Office and must be completed by the date indicated in the Schedule of Classes. Administrative Withdrawals will be done for all students that stop attending before the 8 week point. If you stop attending after that you will be given a grade based on time you were attending class. If you stop attending for more than 2 consecutive class meetings you will be withdrawn by the instructor.
- Incompletes are only given if 75% of all coursework is completed by the final day of the semester. You must request in person the incomplete from your instructor. The instructor reserves the right to deny any Incomplete requests.
- In case of a snow day cancellation all projects will be due at the start of the next class meeting.

Supplies, Books and Video Training

- Use of the VCCS Blackboard system http://learn.vccs.edu/
- Basic computer knowledge.
- A storage device/ USB drive
- Use of NVCC student server email and Blackboard.
- Must find time in your schedule for open lab to complete coursework
- 3 ring binder
- Must have access to InDesign CS5, Photoshop CS5, Dreamweaver CS5 and Flash CS5 for the entire semester. The Mac Lab computers have all the required software but you must find time in your schedule to work during open lab time. (The college does not provide software for home-use)
- Internet access. High speed access is preferred for streaming of instructional videos.
- Headphones for to listen to video tutorials in class
- Use of your VCCS/NVCC email
- This course will be using lynda.com for all the technical instruction.
- You will receive an email from lynda.com with instructions on how to sign-up, pay and access the instructional videos I have selected for this course. www.lynda.com

Calendar:

WEEK 01.......... Art 264 - Course Introduction
WEEK 02.......... InDesign CS5 - Interactivity and Navigation
WEEK 03.......... InDesign CS5 - Interactivity and Multimedia
WEEK 04.......... Dreamweaver CS5 & Website Design Process
WEEK 05.......... Dreamweaver CS5 & Prototyping & Layout & Grid & Typography & Color
WEEK 06.......... Dreamweaver CS5 & CSS & Divs
WEEK 07.......... Dreamweaver CS5 & Navigation & CSS Selector Types & CSS Box Model
WEEK 08.......... Web 2.0 & Social Media & CMS
WEEK 09.......... Flash CS5 & Flash Design Process
WEEK 10.......... Flash CS5 & Timeline & Tweening & Library
WEEK 11.......... Flash CS5 & Masks & Code Snippets & Scenes
WEEK 12.......... Flash CS5 & Sound & Understanding Actions & Components & Video
WEEK 13.......... Flash CS5 & Game Design Process & Dynamic Content & Advanced ActionScripting
WEEK 14.......... Flash CS5 & Simple Game
WEEK 15.......... Flash CS5 & Work in Class
WEEK 16.......... Finalize Project

Reserves the Rights

The instructor reserves the rights to make changes to this course site and any of its content during the semester. All students will be informed of changes.