

# ADV. INTERACTION DESIGN



## SPRING

GRDE-422

Advanced Web & IxD

## PROFESSOR

Kelly M. Murdoch-Kitt

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## OFFICE HOURS

3429 BOOTH

TUES 2:30-3:30

and by appointment

This course explores the research, planning, design, and production of screen-based design; the primary focus of this course is user experience (IxD/UX) research, processes, and human-centered design (HCD). Students will continue to explore design concepts and principles in site design, page design, graphical user interface (GUI) design, and usability. Collaborative and interpersonal skills will be reinforced throughout the course. Students will be encouraged to explore both structured and experimental approaches to creating content and screen-based designs. The course will also use design to investigate historical and sociocultural topics and issues.

This is an "end-to-end" course in which students identify ways IUX design can shape our information age. This course mimics the culture of innovative startups and leading-edge design firms such as IDEO and Frog. The challenge is to use interaction design in unique and unexpected ways, using research and user interactions as inspiration for unpredictable design interventions. Through ongoing investigations, a series of explorations in audience engagement, and iterative form-making, collaborative teams will aim to arrive at meaningful, sophisticated experiences, systems or services that extend beyond one mere product or interface solution and use design to address behavior change on multiple levels.

## things you need:

» **100 Universal Methods of Design** by Martin & Hanington. Please buy this ASAP

» **Electronic storage device: external hard drive, cloud, or other means of regularly backing up files. A backup is a copy of your work.**

» **2-3 pads of post-it notes**

» **Binder or folder for organizing project briefs and other class materials**

» **Sketchbook and/or notebook (you can use one shared with other classes)**

» **drawing materials: pen & pencil, etc.**

» **You will need to print your work throughout the semester.**

## learning objectives & grading criteria

Through in-class lectures and exercises, homework, research, projects, presentations and critiques, upon successful completion of this course, you will demonstrate an ability to:

- » Integrate user-centered planning, content creation, design strategies and various methods for conveying successful screen-based design concepts
- » Enhance and apply industry-essential communication, interpersonal, collaboration, presentation, and co-design skills
- » Innovate new interactive design concepts through a human-centered design approach combined with critical thinking and problem-solving
- » Understand and apply imaging, layout,

design, typographic, and sensory principles and techniques to creating GUIs (graphical user interfaces) and interactive media

» Communicate design ideas/concepts effectively both verbally and visually

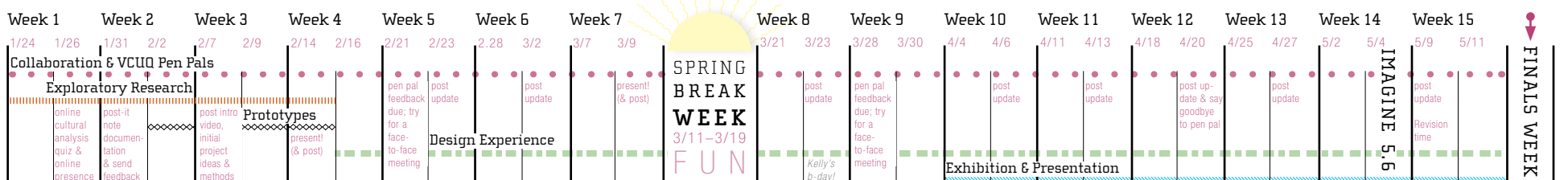
You are also accountable for these program-wide goals:

- » Introduce and develop **formal visual principles, terminology, processes & competencies** needed in the professional practice of graphic design
- » Apply **critical thinking skills & creativity** toward identifying problems, concept development & solutions in design
- » Integrate appropriate **historical contexts** into current graphic design philosophy and practice

[kellymk.com/files/ixd\\_course\\_guidelines.pdf](http://kellymk.com/files/ixd_course_guidelines.pdf)

## attendance policy: please come to class.

If you must miss class for any reason, see guidelines document for more details and let Kelly know ASAP. You will be responsible for work and content missed in class, and are encouraged to connect with classmate(s) to learn what you missed.



# 1

## Teams & Pen pals

1.23-5.12

You'll interact, play, remix, and innovate design interventions alongside your team. You'll be evaluated on how well you work with your team, your contributions to your team's final outcomes, and various course activities.

The cross-cultural component of this course is an opportunity to build awareness of critical topics and design issues in a global context, using virtual communication tools to engage with an international partner. At the conclusion of the course, you will not only have design work to be proud of, but a design "pen pal!" The collaboration offers a valuable way to prepare for the challenges of joining an increasingly international workforce. Recent surveys show that many employers value "soft skills" more than technical skills. Competencies such as: ability to apply human-centered research methods; systems-based thinking; awareness of human behaviors and impacts; ability to approach complex problems; and creative approaches to solutions make students more competitive in the workforce. In this class, you will be challenged with all of these tasks, and then some!

# 2

## Exploratory Research

1.27-2.10

Choose at least one new-to-you research method from *100 Universal Methods of Design* that you think will help your team gain more insight into this topic.

As a team, begin to outline particular topics related to our class theme that interest you. How do our interactive experiences inform us? How do they guide our tastes, friendships, and decision-making? What role do interfaces play in things like cognitive processes and confirmation bias? How can UX design shape meaningful dialogue, promote discovery, or explore similarities and differences?

Interview a series of people about the selected sub-topics. Talk to people you know and don't know; on-campus and off-campus. Work with your group to form a set of preliminary personas, which you will refer to as target audience(s).

As a TEAM: Create a PDF presentation of your brief subtopic description and set of personas. You will share these for feedback with your VCUQ pen pals.

# 3

## Prototypes & Data Viz

2.10-3.1

This is a rapidfire phase:

You'll make a quick visualization of the quantitative and/or qualitative info you've gathered so far.

Immediately following your individual research visualizations, the class will do a prototyping exchange, resulting in a series of visualized 2D/3D concepts that come to mind as you continue to engage with potential users. This is a time to get outside of your comfort zone, imagine wildly and HAVE FUN! Don't worry about whether it is something you can actually make—just try to represent the craziest ideas you can think of in some way!

You will receive other requirements and prompts throughout the exchange, and you will share these for feedback with your VCUQ partner.

At the conclusion, your team will analyze and refine your collection of prototypes, presenting three potential conceptual directions (or touchpoints) to the class and your VCUQ pen pals.

# 4

## Design Experience

3.3-3.24

Explore audience engagement methods from *100 Universal Methods of Design*. Building off the array of research represented in your team's initial visualizations, your presentation of selected concepts, and interaction with your audience(s), work together to conceive, plan and create a dynamic experience.

Explore testing methods from *100 Universal Methods of Design*. Your team's experience might be spatial/environmental, a service, and could incorporate interactive approaches such as gaming, social media, interactive space/installation, mobile applications, augmented reality, a combination of these approaches—or something else entirely! Your objective is to share your outcome/intervention with the campus and Rochester communities to affect behavior change, through user testing, exhibition, implementation, and other means you devise. Collaboration remains incredibly important—you will be working together on a system and an iterative cycle of ideas, testing, and refinements. You will test your final concepts and present your findings at Imagine RIT.

# 5

## Exhibition & Presentation

3.29-5.16

You will present your process and final concept in:

- » an exhibition at Imagine RIT on Saturday, May 6
- » a final PDF presentation "process book"

» assets for your team's final documentation/exhibition website that showcases the system your team creates

Teams will make final revisions between 5.6 and finals week. You're encouraged to experiment with different methods of in-person interaction and engagement for the exhibition. More details will be provided and discussed as a class.

Participation	15
Pen Pal exchange	10
Exploratory Research	10
Prototype / Data Viz	10
Design Experience	25
Imagine / presentation	20
Project Website	10
<b>TOTAL POINTS</b>	<b>100</b>

**NOTE: Phone use and doing work unrelated to class during class time will lower your participation grade.**