

# INTERACTIVE MEDIA DESIGN

## SPRING

GRDE-207

Interactive Media Design

## PROFESSOR

Kelly M. Murdoch-Kitt

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kellymk.com

## OFFICE HOURS

3429 BOOTH

TUES 2:30-3:30

and by appointment

This course is an introduction to the concepts, uses, and general principles of designing for **interactive experiences**. It will explore several planning and organizing methods and how they can be used in the design process. Concepts and principles in **web design, interface design, and usability** will be studied and applied to **screen-based and tangible projects** created with a variety of interactive methods, including HTML and CSS. Students will be encouraged to explore highly structured as well as highly experimental approaches to merging content with interactive design. Aspects of sociocultural and historical issues in new media will be also be addressed.

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

## things you need:

- » **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**
- » **1 pack of 3x5 index cards**
- » **Code editing software (Brackets)**
- » **You may be required to print your work throughout the semester.**
- » **We will refer to books and other readings throughout the semester; links or electronic copies will be provided for you.**
- » **Sketchbook and/or notebook (you can use one shared with other classes)**
- » **drawing materials: pen & pencil, tiny ruler, etc.**
- » **Binder or folder for organizing project briefs and other class materials**

## 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 **planning, organizing and design strategies and methods** for screen-based design
- » Define **client audiences; set appropriate goals; plan interactive strategies** to meet goals
- » Integrate appropriate **interactive techniques and navigational methods**
- » Address **usability issues**
- » Understand and apply **GUI (graphical user interface) strategies**
- » Understand and apply **imaging and layout principles and techniques**
- » Understand and apply **typographic principles as they relate to the screen**

» **Communicate design ideas/concepts effectively both verbally and visually**

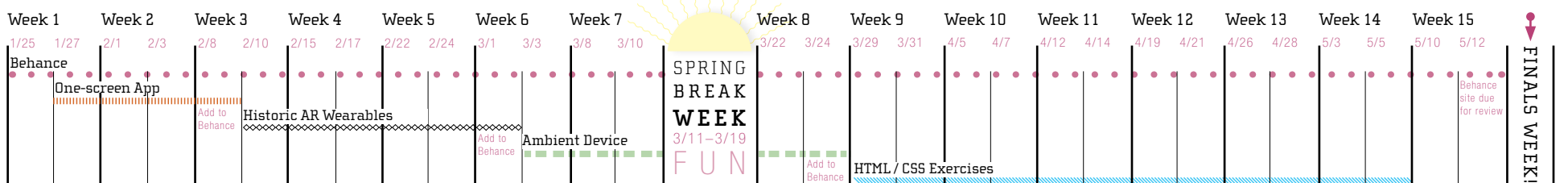
- » Demonstrate **technical familiarity** with relevant languages, software and techniques
- » Select and use **appropriate technology, tools, materials and production methods**

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

## 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.

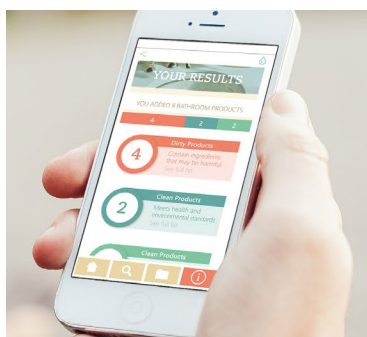


**1 Behance portfolio**  
1.25-5.12

Create a comprehensive representation of all of your projects and process work from Freshman and Sophomore years at RIT (or equivalent for transfers); including work created outside of the program is optional. Behance is recommended though you're welcome to propose other solutions. Your site should be easy for you to manage and maintain during your time at RIT and beyond. While you will update this site throughout the semester, there will be time set aside at the end of the term for you to incorporate work from your other RIT courses. The site must be completed by 5.12.17 and all content must remain accessible online through 5.30.17 as part of a new sophomore review initiative. Faculty will conduct blind reviews of your work during finals week and provide assessments. The goals are to help you see the larger trajectory of your creative work and to gain insights on areas of strengths as well as aspects that need improvement. In addition, we hope you'll enjoy the opportunity to see the work your peers have created over the past two years.

**2 One-screen app GUI**  
1.27-2.10

This rapidfire assignment enables you to dream up an effective GUI (graphical user interface) to resolve a problem for a real user! You'll develop an array of design problems, quick sketches, a layered Photoshop comp (per industry standards), and have multiple opportunities for feedback from the class and your user along the way. Focus on how the aesthetics of the interface enable a connection to your audience and an understanding of your app's functionality. Typography, hierarchy, layout skills, imagery and attention to interactive elements—and, of course, creativity—are all critical components. The goal is to gain some experience understanding how a user's desired tasks or intentions translate to a touch-screen visual interface.



**3 Historic AR Wearable**  
2.10-3.1

Building on your new GUI knowledge and skills, create an interactive wearable that teaches the class about the history of the web, computing, and interactive design. After researching your selected figure, develop your own interesting image or icon that represents that person, which you'll make into a 1.25" button. Then, utilizing the BlippBuilder web app, design an interactive experience in augmented reality (AR) which will inform your users about your individual and her/his relevance to these interrelated disciplines. Think of the screen-based aspect of this project as a designed information "hub" where your users can link to more information, such as webpages, wikipedia articles, videos, image galleries, etc. to learn more. The goal is to consider the interaction between tangible touch-points (the wearable button) and the digital interface, and how to engage users in an augmented reality learning experience.

**4 Ambient Device**  
3.3-3.24

Conceptualize and prototype an ambient information device for a researchable location that you select and specify. Design an unobtrusive object that lives in the ambient space of a location of your choice—home, dorm, office, etc.—providing information in subtle ways, without the need for direct user interaction. Ambient space includes the light, acoustics, and air of a space—that which is in the periphery of an occupant's attention. Assume the device will be connected to the internet. Consider designing for human efficiency, productivity, health, or safety. Sketch the device in context (over a photograph of your intended space) with callouts that explain its use. Develop one gesture and one other command (e.g. voice) with which the user can gain a secondary level of information. Create a paper or cardboard prototype of the device. The final deliverable is an animated GIF or brief video illustrating how it works. The goals are to gain some experience conceptualizing and planning tangible interactions, becoming familiar with the Internet of Things, developing new types of gestures and inputs/outputs, and considering UI beyond the screen.

**5 HTML/CSS exercises**  
3.29-5.5

The days of static web design are long gone, so we will dive head-first into the modern world of responsive web design, looking at how content, imagery, layout and usability all adapt to different screen sizes and contexts. We will walk through some exercises and demonstrations together in class and you will also develop some small projects individually and as a team both in and outside of class. This section of the course aims to introduce you to the basic building blocks of the web—HTML and CSS—with the goal of building some understanding and literacy. There is no expectation that you will become a professional developer!

|                     |            |
|---------------------|------------|
| Behance             | 15         |
| One-Screen App      | 15         |
| Historic AR         | 15         |
| Ambient Device      | 15         |
| HTML/CSS            | 30         |
| Participation       | 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.**