UI/UX Interactive Media II

ASCG 201 - 02

Instructor: Angela Wyman

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Class website: codingoneandtwo.com

Office Hours: by appointment

Thursdays 2:30–6:50PM | Spring 2020 | Jan 21–May 12

Location: Room 517

Chairperson: Susan Young, School of Art, Department: Associate Degree Program

Course Description

This course will focus on responsive web and app design, utilizing user experience principles. Students will build upon previous knowledge of UI/UX to develop a deeper understanding of coding and user-centered design. Coding is an important component of this course, with a focus on JavaScript as an essential tool. The class will cover front-end vs. backend development as well as advanced techniques such as social integration and analytics. Students will also explore business practices, including micro-transaction models.

This course is an introduction to mobile app design and the creation of UX/UI for both desktop and mobile. In this class, students will learn all the professional skills as needed step-by-step to take a design project from start to finish. This will include how to make sure your site or app is a user friendly experience, and how to fine tune the end results for great performance. Along the way, we will reinforce your foundation of design essentials as applied to digital spaces: color theory, typography, visual hierarchy, imagery and photography, along with an understanding of the layout and design methods used for online spaces. By the end of this course, you'll be able to sketch, test, wireframe, mockup and design a remarkable one-page responsive website and app for your portfolio. You will also be familiar with human interface guidelines, the mobile-first approach, SEO (search engine optimization), principles of usability, and fundamental User Interaction design patterns.

Course Goals:

- To gain an understanding of app and tablet design.
- To improve coding skills and UI/UX techniques.
- To develop an understanding of business practices specific to app and tablet design.
- To work with Design thinking, a mental model that utilizes rapid prototyping with multiple iterations based upon user feedback and research.

Student Learning Outcomes:

By the end of this course students will be able to:

- Apply a responsive design approach to creating apps for a range of devices and platforms
- Build an information architecture which can be easily maintained and updated.
- Use site analytics and social integration to drive development.
- Display standard business practices and explore methods of monetization.

Important Dates

January 21 - First day of Spring 2020 semester

February 3 - Last day to add classes / drop classes without WD

February 12 - No tuition refund for classes dropped

March 16 – 22 is Spring Break - no classes, offices are open

April 10 - Last day to withdraw (WD) from a course

May 12 - Last day of Spring 2020 semester

May 14 - Final grades for Spring 2020 due online by end of day

Class Website

Consult the class website www.codingoneandtwo.com weekly for announcements, detailed assignments, reference materials, lecture keynotes, articles and readings, project descriptions. Individual links and excerpts will be found on the class website along with assignments and/or readings and learning materials. Our main homework assignment page is here:

https://www.codingoneandtwo.com/ux-interactive-ii.html

Participation

A large part of the course's content will be focused on in-class discussions, group critique and problem solving for projects. You will be expected to participate actively in the discussions and critique sessions that take place in class, giving and receiving feedback that respects your fellow students with its depth of analysis. Involvement in discussions, critiques, demos and presentations are critical for each student and the class to ultimately succeed

Most importantly, submitting assignments weekly for grading and feedback will need to be done either through email, url links, or in case of large files wetransfer.com.

Projects and Assignments Grading

15% Participation and Discussion, Written Assignments, In-class Exercises

10% Project #1 HTML Poem

5% Project #2 (Desktop and Mobile)

5% Project #3 About Me

5% Project #4 404 Code

10% Project #5 CSS About Me

10% Project #6 Float Layouts

20% Project #7 Transforms and transitions

20% Project #8 Final website and presentation

100% Total

Required Software

For coding, we will use text editor **Sublime Text**. **Sublime Text** (free download) You should have the ability and skills to download and use a text editor for editing your web pages. I recommend Sublime Text as the current industry favorite. If you use another editor, make sure you have the ability to highlight code syntax for your own convenience. Sublime is free, just hit cancel when you get the prompt asking you to pay for it and you can continue to use it (or support a great product and pay for a copy!)

To deploy a website you need a domain, a host provider and most likely a FTP. These aren't required for class, as we can deploy from the cloud or use Github pages or equivalent. **Google Chrome** Download and install the most popular browser used today globally. We'll explore and write with Chrome developer tools in this course.

Suggested Recommended Books

- **Javascript and JQuery** by Jon Duckett
- **Learn HTML and CSS** by Shay Howe (or his excellent **website**)

For more recommendations, including video tutorials take a look at **THE C2 RESOURCE PAGE.** You don't have to buy the above books, but they are a good resource to have for further study.

Course Outline

(order and content are subject to change as the course progresses)

Week 1 Review of HTML and practice for building web or app content, with a specific focus on mobile design.

Week 2 Review of HTML/Review of CSS. Gradients keynote. Multiple background images and gradients.

Week 3 HTML/CSS Scrolled and Fixed backgrounds. Using Background blend mode, mix blend mode and CSS filters for special effects and color without using Photoshop.

Week 4 CSS3 Super duper selectors and advanced selectors. Can you make stripes? Yes, we can! Section separators. Stickiness, Slidiness and Scrolliness.

Week 5 Responsive Web Design Media Queries.

Week 6 Grid Systems and Frameworks. Make your own grid. Building with frameworks; Bootstrap, Foundation or 960gs. Responsive Design. Strategies. Mobile. Media queries. Fixed, fluid and elastic layouts.

Week 7 *Mid-semester checkin. Work with CSS Animations and transforms to add dynamic effects. User Interface considerations. Workshop working with comps. Popup modal window breakdown.*

Week 8 CSS Grid and common layouts and navigation patterns. Discussion of use of frameworks and libraries.

Week 9 Jquery. Most commonly used plugins and UX patterns. Get it moving! Stickiness, Slidiness and Scrolliness Pt II. Snappy nav bars, sticky footers, scrollorama prompts, etc.

Week 10 Testing your website. Analytics Tracking user engagement with a site or app gives key insights for future development. Methods of tracking and analyzing usage will be covered.

Week 11 JQuery and Javascript. Data Types and Input. Random numbers and generators. Discussion of similarities and differences between sites and apps. We will also discuss mobile device features and gamification.

Week 12 User Testing. A key aspect of User Experience design is user testing. Students will present their projects and conduct UX research with their classmates.
Week 13 Overview of use of databases and server-side APIs. Facebook and other social media sites had JavaScript APIs that can be integrated into other websites, allowing for login access and information retrieval for social integration.

Week 14 Several different models exist for monetizing websites and web apps. We will discuss paywalls and subscriptions, app purchases, and micro-transactions.

Week 15 App Publishing for Mac and Android. Looking ahead, new trends in the industry. Final projects presented.

Course Requirements

Textbooks, Readings, and Materials: will be provided on the website

PRATT GRADING SYSTEM
Letter Grades That Affect the Academic Index

A, A- EXCELLENT
The student has consistently demonstrated outstanding ability in the comprehension and interpretation of the content of the course.
(Numerical Value: A = 4.0; A- = 3.7)

B+, B, B- AVERAGE
The student has acquired a comprehensive knowledge of the content of the course. (Numerical Value: B+ = 3.3; B= 3.0; B- = 2.7)

C+, C, C- ACCEPTABLE
The student has shown satisfactory understanding of the content of the course. C is the lowest passing grade for graduate students.
(Numerical Value: C+ = 2.3; C = 2.0; C- = 1.7)

D+, D LESS THAN ACCEPTABLE

The student lacks satisfactory understanding of course content in the important respects. (Numerical Value: D+ = 1.3; D = 1)

F FAILURE
The student has failed to meet the minimum standards for the course.
(Numerical Value: 0.0)

NOTE: The highest grade acceptable for recording is A (4.0) and not A+; D (1.0), not D-, is the only grade preceding F (0.0). The +/- grading system went into effect as of the fall 1989 semester and is not acceptable for recording purposes for prior semesters.

INC (INCOMPLETE)
Designation given by the instructor at the written request of the student and available only if the student has been in regular attendance, to indicate the student has satisfied all but the final requirements of the course, and has furnished satisfactory proof that the work was not completed because of illness or other circumstances beyond his or her control. The student must understand the terms necessary to fulfill the requirements of the course and the date by which work must be submitted. If the work is not submitted by the understood date of submission, the incomplete will be converted to a failure. If unresolved at the end of following semester, the grade is changed to failure with a numerical grade value of 0.

POLICIES

Students are expected to adhere to the Academic Integrity Code and Judicial Process of the Pratt Institute. In addition, students must adhere to the Pratt Community Standards listed in the current Student Handbook and Bulletin. This course adheres to all Academic Integrity, Plagiarism, Cheating and Computer and Network Use policies listed in the Bulletin and Student Handbook.

PRATT ATTENDANCE POLICY:
There are no excused absences or cuts. Students are expected to attend all classes. Any absences may affect the final grade. Three absences may result in course failure at the discretion of the instructor.

POLICY ON STUDENTS WITH DISABILITIES:
Students who require special accommodations for disabilities must obtain clearance from the Office of Disability Services at the beginning of the semester. For further information, contact the Coordinator of Disability Services in the Office of the Vice President for Student Affairs at 718.636.3711.