

Subject: Design 673 and 674  
To: morgan.685@osu.edu  
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I submitted new syllabi for these two courses to be considered by the Curriculum Committee this morning, but Valerie Mackabee pointed out that I needed a grading scale and the Disability services section in 18 pt type. So her are the corrected files.  
Sorry about that  
Wayne



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# **Design 674**

## **Department of Industrial, Interior and Visual Communication Design**

Interactive Visual Communication:  
Multimedia and Rich Media Design

Call #

Professor & Contact Info

Quarter

Days - Time

### **Context**

This course is structured to provide information and an experience in the area of interactive visual communication and interface design. Students will apply course principles by creating an interactive multimedia CD-ROM and/or kiosk that integrates images, sound and motion, founded on strong design principles and typography.

### **Format**

This is a progress-oriented course that requires active student participation. Class will meet 2 days per week for approximately 2 hours each day. Class sessions will be comprised of lectures, demonstrations, assignments, and tutorials. An equal balance between theory and application will be expected.

### **Goals and Objectives**

Students will:

- learn about the important principles of interface design and the significance of integrating it with effective interaction design in environments beyond the Web.
  - Evaluate four different interface examples by identifying design criteria used in creating them
  - Compare content and approaches of these interface examples and a web-based solution for each
- address issues concerning the innovation of screen-based communication, with small and large interfaces/screens, and the challenges associated with them.
  - Complete reading assignments from the required and suggested texts
  - Write a short research paper concerning approaches and problems associated with emerging screen-based interfaces
- will carefully address the specific requirements and abilities of the user audience, be easy to understand, and support the structure, meaning and purpose of the information.
  - Through the use of personas, evaluate user needs and expectations
  - Evaluate information content and presentation formats and needs
  - Identify two possible solutions, from which one will be chosen for the final project

- gain an adequate background in non-Web based multimedia design and authoring and current associated interface technology.
  - Complete a comprehensive screen-based interface design project, which will be implemented as a prototype using Director

### **Prerequisites**

Design 461.02 or equivalent and Design 673 or permission of the instructor.

### **Content**

- Overview of interactive multimedia synthesized with concepts of visualization
- Motion aesthetics in interactive multimedia
- Introduction to screen layout and design
- Interactive multimedia terminology and equipment
- Introduction to interactivity concepts
- Computer typography and screen legibility

### **Requirements**

Attendance is mandatory. Any unexcused absences may result in a lowering of the final grade. Three (3) unexcused absences may result in failure of the course at the instructor's discretion. Failure to appear on time will be counted as a 1/2 day absence. Please notify me at 292-5836 if you will be late or absent for any reason.

Students will be expected to come to the studio prepared to work and will be expected to work diligently throughout the studio's duration. Students should be prepared to present their work at any time. All handouts and notes should be retained in a notebook. Students will be required to submit a final copy of their work to the instructor on CD-ROM.

### **Evaluation**

Students will be evaluated on: participation in class discussions, presentations, ability to apply course material to projects, ability to create professional quality work, and the ability to exchange ideas and accept constructive criticism. The highest standards of quality visual work will be expected.

### **Grading**

Assignments and projects will be assigned a grade from A to E. Percentages will be applied as follows:

- Readings and papers 20%
- Prototype concept, strategy, and architecture Critique 20%
- Intermediate Critique 20%
- Final project prototype (final presentation and critique) 40%

Late assignments will receive a failing or lowered grade at the instructor's discretion. Incompletes will not be granted except under extreme circumstances. Extra credit or make-up projects will not be available.

Grading will be based on the following scale (minimum required points for each grade):

A	92 points
A-	90 points
B+	87 points
B	82 points
B-	80 points
C+	77 points
C	72 points
C-	70 points
D+	67 points
D	60 points

Students enrolled for graduate credit will be required to submit a research paper on web usability testing in the commercial market in addition to the other assignments. Failure to submit this paper will reduce the final grade by one grade level (A to B, B to C, etc.)

#### **Required Text**

- Kristof, Ray and Amy Satran, *Interactivity by Design*, Adobe Press, ISBN:15-683-02215 , 1995.
- Persidsky, Andre. *Director MX for Macintosh & Windows. Visual Quickstart*, Peachpit Press, 2003. ISBN:02-321-19399-7

#### **Supplemental Reading**

- Krug, Steve, *Don't Make Me Think*
- Tufte, Edward R., *Envisioning Information*
- Norman, Donald, *The Design of Everyday Things*
- Apple Computers, *Multimedia Demystified: A Guide to the World of Multimedia*
- Mullet, Kevin and Darrel Sano, *Designing Visual Interfaces*
- [www.howstuffworks.com](http://www.howstuffworks.com) and related text

#### **Office Hours**

Office hours will be held from 9:00am to 11:00am, Mondays and Thursdays in Hopkins Hall-375B. If you have any questions concerning assignments, or any other issues related to this course that can not be answered during class times, please see me during those office hours. Please do not expect to receive substantial advising concerning class work outside of class times and office hours.

If circumstances arise preventing you from attending class, please alert me ahead of time by calling my office at 292-5836. If I am not there please leave a detailed message. You may also leave a message for me by calling the Department of Industrial, Interior, and Visual Communication Design office at 292-6746. I can also be reached via e-mail at [stone.158@osu.edu](mailto:stone.158@osu.edu).

## **Platform Issues**

Director MX for Windows and Director MX for Macintosh differ very little. Our computer resources in the area of visual communication are primarily Mac based, and currently is our platform of choice. If your preference is to author your program in Windows, please do not expect comprehensive hardware and software support. Additionally, if you choose to author using a Windows computer, you will be solely responsible for presentation arrangements for all critiques and the final presentation.

## **Calendar**

Below is a list of reading assignments for each week of the quarter (Persidsky). Students are expected to complete all reading assignments and will be evaluated on their proficiency of the content. Lecture and discussion concerning important aspects of the current week's readings will take place on an ongoing basis.

### Week 1

Course Overview / Welcome to Design 673  
Interaction Design and Interactivity

### Week 2

Introduction to Director MX / Chapters 1, 2, 3, 12  
Multimedia Planning and Process / Project Briefs Due

### Week 3

Director MX / Chapters 4, 5, 9  
Navigation / Storyboarding

### Week 4

Critique of Proposals, Prototype Concept, Strategy, and Architecture  
Developing a Multimedia Presentation / Director MX / Chapters 10, 11, 13, 14

### Week 5

User Interaction and Usability  
Director MX / Chapters 16, 17

### Week 6

Presentation and Critique  
Presentation and Critique

### Week 7

Interface demonstrations  
Studio / Consults

### Week 8

Field trip to Boss Design studios  
Studio / Consults

Week 9

Project progress discussions  
Studio / Consults

Week 10

Final Presentation  
Final Presentation

### **Academic Misconduct**

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct ([http://studentaffairs.osu.edu/info\\_for\\_students/csc.asp](http://studentaffairs.osu.edu/info_for_students/csc.asp)).

### **Disability Services**

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 150 Pomerene Hall, 1760 Neil Avenue; telephone 292-3307, TDD 292-0901; <http://www.ods.ohio-state.edu/>.

### **Assignments**

Presentations and critiques (weeks 4, 6 and 10) require the student to present his/her concepts, storyboards, designs and/or final implementations to the rest of the class, the instructor, and any invited professional participant. Feedback from all of those people will provide the basis for the assignment grade.

Final project assignment:

When thinking about explanations... one must consider change, dynamics, and cause and effect relationships. To understand, we must know what cause provokes what effect, by what means, and at what rate.

Your project will deal with design strategies for the visualization of cause and effect,

complex systems, information, instructions, motion, processes, and/or mechanism. We will analyze the inherent qualities of interactive media and use it as a means to construct representation.

Emphasis will be placed on 'interaction' to enhance the richness, resolution, dimensionality, and clarity of content. This interaction is supported by the proper arrangement of images, words and numbers in space and time, complemented with animation, simulations, integration of media, feedback, and navigation.

Your assignment will be to devise and create a multimedia program on CD-ROM. The content should be focused on an issue regarding visualization. It should in some way, challenge current conventions. Your program should offer multiple paths of navigation and explore how information design becomes interaction design. Collaboration with an external department for content is encouraged but not mandatory, e.g., Engineering – a systems process, Chemistry – how a certain drug interacts with the body, Dentistry – long term effects of tooth extraction, Dance – movements in a particular dance recital, Marketing – international product distribution systems, Center for Automotive Research – how a turbine (turbo) engine works, Athletic Department – how water is pumped out of Ohio Stadium, etc.

Begin your project by:

1. Defining your project and content
2. Defining your audience
3. Planning your components
4. Mapping your components (storyboarding)

Your final prototype should clearly express your concepts and demonstrate an appropriate and effective interaction structure, the application of effective interface design, and strong typographic principles.