

Subject: Design 673 and 674
To: morgan.685@osu.edu
Cc: Debbie Hanlin <hanlin.3@osu.edu>

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



Design6732.doc



Design6742.doc

Design 673

Department of Industrial, Interior and Visual Communication Design

Interactive Visual Communication:
Strategies for Web Communication

Call #

Professor & Contact Info

Quarter

Days - Time

Context

This course is structured to provide learning and experience in the area of interactive visual communication and web-based interface design. Students will apply course principals by creating a web site prototype that integrates navigational elements with a clearly delineated communication strategy, based on strong visual communication design principles.

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, and assignments. 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 as it applies to the World Wide Web.
 - Evaluate four different interface examples by identifying design criteria used in creating them
 - Compare content and approaches of these interface examples and a non web based solution for each
- Gain experience with a user centered client-based design approach
 - Work with a client or model client on design requirements, specifications, and solutions
- address issues concerning the innovation of screen-based communication within the web communication space 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 web-based navigation and 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.
 - Communicating with the client, 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 Web based multimedia design and authoring and current associated interface technology.
 - Complete a comprehensive Web design project, which will be implemented as a prototype using Dreamweaver
- Learn and use web usability testing approaches
 - Subject the final project to web usability testing criteria and procedures discussed in class and readings

Prerequisites

Design 461.02 or equivalent or permission of the instructor.

Content

- Overview of design strategies for the web
- User expectations and requirements
- Information visualization and representation
- Principles of interface design
- Virtual environment communication techniques
- Overview of web authoring environments
- Issues of color and style
- Introduction to screen layout and design
- WWW terminology and technology
- Computer typography and screen legibility
- Issues of usability and usability assessment

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 stored in a notebook.

Students will be required to submit a final copy of their work to the instructor on CD-ROM or upload to a web server.

Text

- Krug, Steve. Don't Make Me Think: A Common Sense Approach to Web Usability New Riders; 1st edition. (ISBN 0789723107)
- McFarland, David Dreamweaver MX: The Missing Manual. O'Reilly and Associates (ISBN 0596003498)
- Lynch, J. Patrick. Web Style Guide. Yale University Press. (ISBN 0-300-07675-4) also found at: <http://info.med.yale.edu/caim/manual> (Recommended)

Grading

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|------------------|-----|
| Reading Quizzes | 10% |
| 5 Team Briefings | 50% |

Each student must lead at least one

Be accountable for individual responsibility

Be organized and prepared

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| Mid Term Presentations (see course outline) | 15% |
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| Final Presentation (see course outline) | 15% |
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| Attendance/Group Participation | 10% |
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Grading will be based on the following scale (minimum required points for each grade):

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|----|-------------------|
| 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 |
| E | 59 points or less |

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.)

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.

Platform Issues

Dreamweaver for Windows and Dreamweaver 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.

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).

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/>.

Course Outline

| Week | Date | Tuesday – Group Work | | | Thursday -Lecture |
|------|------|---|---|--|---|
| | | VOB | VOC | VOP | |
| 1 | | Voice of Business | Voice of Customer | Voice of Process | Course Intro Determine Roles Widget Exercise Readings: Chapters 1 – 7 (Krug) |
| 2 | | Meet Client (or model client) -Ask Questions (6:30 – 7:00) Identify individual roles within groups | | | Reading Quiz Critiquing Websites Heuristic Review Site maps |
| 3 | | Report Business Requirements Identify Problems & opportunities | Report Heuristic Analysis of current site | Design Critique Current Sitemap | Develop Personas |
| 4 | | Present Competitive Analysis | Present Research from Contextual Interviews | Technical Requirements Lead Site Review/ Best Practices | Information Architecture In-class Card Sort Routine |
| 5 | | MID TERM Propose Marketing/ Branding Strategy Business Plan | MID TERM Present Personas | MID TERM Initial Design Concepts New Site Map Propose long-term technical plan | MID TERM Presentation to Client Present As A Group |

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| 6 | | Communicate client's feedback of presentation | Present Card Sort Results of new sitemap | Present initial active design Present design with branding | CSS, Web Standards & Accessibility Readings: Chapters 7-11 (Krug) |
| 7 | | Work as Groups/ Consults | | | Reading Quiz |
| 8 | | Deliver Site Content Maintenance and Long Term plan | Present test results of latest design | Deliver Clickable Prototype Deliver Style guide & CSS | |
| 9 | | Update on Marketing / Branding Strategy | Present Heuristic Test Results | Deliver Updates & Clickable Prototype | IN CLASS User Testing |
| 10 | | Work As Groups / Consultations | | | NO CLASS |
| 11 | | FINAL VOB Process and learning | FINAL VOC Process and Learning | FINAL VOS Process and Learning | FINAL Presentation to Client |