DEPARTMENT OF COMMUNICATION DESIGN
SPRING SEMESTER, 2016

Course Code and Title: FCMD 0216   **TITLE**: Interactive Media
Meeting Times and Days: Wednesday,17h00-19h30
Instructor: Sylvia Fredriksson
Contact Information: sylvia.fredriksson@paris.edu

COURSE DESCRIPTION

This studio course offers an overview of interaction design process and practices that contribute to the creation of rich interactive applications. We will look at a variety of ways in which the design of useful, usable and desirable products or services can be made. In this course we will focus on the development of design potentialities that can be effectively produced as low-level to high-level prototypes for formative and summative user testing.

LEARNING OUTCOMES

Upon successful completion of the course, a student should be able to:

- Conceive, design and map interactive multimedia applications.
- Understand the function of various design processes and practices.
- Manage the difficulties of working within technical and functional constraints.
- Produce rich interactive user experiences.

ASSESSMENT

Grading Policy is based on the following criteria:

- Concept
- Execution
- Evaluation
- Individual Progress
- Attendance, Attitude and Participation

Overall Assessment:

- Prototypes (2): 20%
- Design Documentation: 20%
- Oral Class Presentations (x3): 30%
- Class and Group Participation: 30%

COURSE REQUIREMENTS

This course will focus on the fundamentals of creating interactive mobile applications. This will lead to the design and development of an interactive prototype application through a variety of short

design activities, user testing investigations and technical exercises. Design practices that involve defining end-user audiences, creating interaction maps, developing wireframes, design concepts, low to high fidelity interactive prototypes and reporting on formative and summative user tests will also be addressed. Students will be required to produce these items throughout the development of the course.

The class will meet for group critiques, followed by lectures and in-class work sessions once a week.

NOTE: All final artwork must be delivered in digital form to the instructor at the end of semester on the Groups network drive.

ATTENDANCE:

Substantial absences are factored into grades. Please note the following:

- Two late arrivals (more than 15 minutes) or early departures = one full absence
- Two absences = excessive absence for a course that meets once per week
- *Three absences are grounds for failure in the course*

RESOURCES AND READINGS

- Class Website: *www.sylviafredriksson.net/PCA/CD/IM2016*
- ***Paper Prototyping: The Fast and Easy Way to Design and Refine User Interfaces*** (Interactive Technologies) by Carolyn Snyder, 1st ed. Morgan Kaufmann Publishers, 2003.
- ***Designing Gestural Interfaces*** by Dan Saffer. 1st ed. Beijing; Sebastopol: O'Reilly, 2008.
- ***Designing Interfaces*** by Jenifer Tidwell. Sebastpol, California: O'Reilly, 2006.
- ***Universal Principles of Design: 100 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through*** Design by Lidwell, William, Kritina Holden, and Jill Butler. Gloucester, Mass.: Rockport, 2003.
- ***Envisioning Information*** by Tufte, Edward R. Cheshire, Conn.: Graphics Press, 1990.
- ***Designing Interactions*** by Moggridge, Bill. Cambridge, Mass.: MIT Press, 2007.
- ***Rules of Play: Game Design Fundamentals*** by Katie Salen & Eric Zimmerman: MIT Press, 2003.
- ***Card Sorting*** by Donna Spencer. Rosenfeld Media, 1st edition, 2009.
- Students are required to create a Fluid account: *https://www.fluidui.com/*
- Students are required to create a Websort account at *http://uxpunk.com/websort/*

LEARNING RESOURCES & LIBRARIES

- *The Research and Writing Lab* (appointments: rwlab@paris.edu) is a tutoring resource for students seeking extra help with written assignments in English.
- A Support and Adaptations form should be filled out by students who have a documented learning disability. Students with learning or other disabilities may seek advice from the *Director of Academic Advising and Registrar's Office* (raina.lampkins-fielder@paris.edu). This must be done within the first 3 weeks of the semester if the student requires specific accommodations.

- *The American Library in Paris* (for general resources in English): 10, rue du Général Camou, 75007 Paris. http://www.americanlibraryinparis.org/. Library cards are free for Paris College of Art students (see Registrar for details).
- *Bibliothèque Kandinsky*, at the Centre Georges Pompidou (for specialized collections on Modern art and design, primarily in French). Closed Tuesdays, Saturdays, Sundays & holidays: http://bibliothequekandinsky.centrepompidou.fr/
- *Bibliothèque des Arts Décoratifs* (for specialized collections on decorative arts, design, posters, and fashion, primarily in French): 111, rue de Rivoli, 75001 Paris. Closed Sundays and holidays. http://www.lesartsdecoratifs.fr/francais/bibliotheque/
- *Terra Foundation for American Art* (research library devoted exclusively to the visual arts of the United States from the eighteenth century to 1980): 121 rue de Lille 75007 Paris. Monday–Friday, 2:00–6:00 p.m. For information: library@terraamericanart.eu.

MATERIALS AND SUPPLIES

The final deliverables of this course are expected as digital design documents, interactive prototypes and formal presentations. Appropriate computer software and computers will therefore be made accessible to students to produce such items.

SCHOOL POLICIES

1. Plagiarism is a serious offence and will not be tolerated. All research, text, and image sources must be cited using Chicago (Turabian) style. See your instructor or the Student Handbook if you are unclear about what constitutes plagiarism.
2. You are required to attend and participate in class critiques and other presentations. Be respectful of your fellow classmates.
3. No phones, devices for listening to music, or other electronics are allowed in class, unless otherwise specified by the instructor.
4. No emailing, web surfing, or instant messaging, etc. is allowed during class time, unless otherwise specified by the instructor.
5. Classrooms are community space. Please leave them clean and tidy.
6. All *Paris College of Art* buildings are NON SMOKING, including balconies and the courtyard. You must go outside in the street to smoke. Students found smoking on PCA premises will be fined.

GRADES

Grade	Percentage	Description
A (4.0)	100%	Exceptional achievement. Substantial effort and achievement in the areas of critical thinking, technique, and presentation.
A- (3.7)	92%	Very high quality.
B+ (3.3)	82%	High quality. Substantially higher than average abilities.
B (3.0)	75%	Very good work that satisfies goals of course; clear and convincing structure that is complex and unique.

B- (2.7)	67%	Good work.
C+ (2.3)	57%	Above average. Average understanding of course material.
C (2.0)	50%	Average. Original assignment approached but does not develop further.
C- (1.7)	42%	Passing but below good academic standing.
D (1.0)	25%	Below average. Does not fully understand assignments. Very little effort, is incomplete or late. Lacks of full understanding and commitment.
WF (0)		Failure, no credit.

COURSE SCHEDULE
(Weekly Course Outline, please note that this outline is subject to modification)

Week 1 (Jan 20): Introduction to Interactive Media and user centered design principles. **Presentation of the first part of the course.**

Week 2 (Jan 27): Explore various design practices and different types of project documentation that align with project goals and desired outcomes. Class brainstorming exercise.

Week 3 (Feb 3): Presentation of the Five Hat Racks and a look at the fundamentals of how information can be organized. Discover the principles of consistency and iconic representation.

Week 4 (Feb 10): A user centered look at system design and the organization of content. Conduct and explore card sorting as a method that enhances the usability of interactive applications.

Week 5 (Feb 17): Class presentation of design research work (application type, competitors, personas, use case scenario & card sorting results).
Presentation of the second part of the course.

Week 6 (March 2): A look at different ways of documenting and illustrating the design process with a focus on interaction maps, wireframes, design concepts and formative testing methods.

Week 7 (March 9): Framing formative user evaluations. An introduction to paper prototyping methods and ethnography practices.

Week 8 (March 16): Conduct formative paper prototype evaluations and learn how to capture user feedback and document observations.

Week 9 (March 23): Overview of week 10 presentation requirements. Working session with individual student consultation and additional time for formative user evaluations.

Week 10 (March 30): Class presentations of all design documents (interaction maps, wireframes, design concepts, paper prototypes & formative evaluation results). **Presentation of the third part of the course**.

Week 11 (April 6): Prototype development session with individual student consultations. An introduction to Fluid (*www.fluidui.com*). Finalize interface and interaction design.

Week 12 (April 13): Framing summative user evaluations. Asking new questions to better understand and improve the user experience. Finalize the development of interactive prototypes.

Week 13 (April 20): Conduct summative prototype evaluations. Prepare project presentation files and review how to create standalone interactive demos. Working session with individual student consultation.

Week 14 (May 4): Design or technology lecture based on direction project needs. Working session with individual student consultation. Additional time for summative user evaluations.

Week 15 (May 11): The class assignment is due. Class presentations of all project deliverables.