

ART 87 User Interface Design

2 credit / 4 hours

revised: 03/16



Section: D01(46622)

Date & Time: Monday, 2:00 pm – 5:40 pm

Location: Meister 225

Course Site: <http://bccart87.claudiajacques.com/>

Instructor: Claudia Jacques de Moraes Cardoso, MFA, PhD researcher

Office Hours: Mondays & Tuesdays 5:40 pm to 6:10 pm in Meister 225.

Email: claudia.jacques-de-moraes-cardoso@bcc.cuny.edu

Text Message: 914.924. 0703

Course Description

This course focuses on the aesthetic design of user interfaces for web and mobile. Students learn the process of planning and designing interactive systems, creating flowcharts and mockups, and are introduced to professional Web Design software. Projects include various graphics for the Web, UI (User Interface) Design, HTML templates, and more.

Prerequisites: ART 84 or departmental permission

Co-requisite: none

Course Learning Outcomes + Measures

Apply basic understanding of HTML and CSS code in the creation of various web pages and sites. *All projects.*

Demonstrate intermediate understanding of pixel-based imaging and resolution in the production of mockups and web images. *All projects.*

Apply understanding of digital imaging for web in the successful integration of images into web design. *All projects.*

Demonstrate basic understanding of UI (User Interface), UX (User Experience), Navigation and Interactivity in the design of user-friendly menus and navigation systems. *All projects.*

Use fundamental composition, color, and typographic principles effectively in the design of aesthetic and functional layouts for the web. *All projects.*

Demonstrate effective time management and organizational skills in planning and designing web pages. *All projects.*

Describe and critique web sites, and articulate visual ideas using web-related terms. *All projects.*

Digital Arts Program Goals + Measures

1. To Introduce students to the process involved in planning and executing the design of visual communications. To foster the ability to create and develop visual form in response to design problems. *All projects.*
2. To foster the development of technologically literate visual communicators who understand the use of traditional tools and new technology in support of their professional and academic career. To promote the development of information literacy. To develop the ability to demonstrate a measurable degree of competence in the use of computer and the major software packages utilized in

print and web design. All projects.

3. To prepare students with the ability to use reasoning and analysis to research, analyze and evaluate visual communications according to the needs of its audience. All projects.
4. To become familiar with the major achievements in the history of art, design and typography, including the works and intentions of leading artists/designers in the past and present. All projects.
5. To promote professional growth and development through the use of dynamic self-reflection. To develop in students the ability to examine and critique personal work and values in order to be able to become self-developing in their college and professional careers. All projects.

General Education Goals + Measures

Communication: Use reading, writing, listening and speaking to find, interpret, and communicate information in various modes, including aesthetic, symbolic and graphic. All projects.

Required Materials

- Access to an Internet connected device.
- Course site: <http://bccart87.claudiajacques.com>
- Readings & Tutorials available in the course site.
- Participate in class discussions and blog posts.
- Create a free account with Wordpress.com

Course Requirements

This class relies on in-class and at home assignments, projects, skills exercises, group discussions & critiques, demos, individualized instruction, visual presentations/lectures, assigned research & readings, written responses, self-assessments, on-line course supplement, and online student e-portfolio (course ftp storage and personal Wordpress site) in order to succeed in this class. You are expected to:

- Attend **ALL** classes on time, complete assignments on time; participate in class critiques & discussions.
- Dedicate approximately **five hours of work per week** in addition to class time to complete assignments.
- Have **regular access to a device with Internet** connection to follow the course content online, post to the course discussion board on Blackboard, access UI applications, maintain your e-portfolio and BCC e-mail account. Details about the course Technology & Media Access requirements and rules can be found at <http://bccart87.claudiajacques.com>
- **Check the course site** – <http://bccart87.claudiajacques.com>, and your **BCC e-mail regularly!**
- **Keep up with tutorials, readings and postings, self-evaluations, course evaluation** and participating on a **final assessment.**
- Have a **BCC e-mail account** and be able to access it regularly. When contacting your instructors via e-mail, you should use your BCC e-mail address.

- Access and maintain a **WordPress** site.
- Access to UI tools and applications.

Content Overview

Assignments Tutorials

Assignments unravel over the course of the semester and are an opportunity to put the ideas/concepts/skills discussed in class into action. Students will complete two interconnected projects and several tutorial exercises to improve their web design skills.

Reading/Viewing Assignments

Weekly reading assignments with viewing of related resources are required for class participation, blog discussions and to complete the projects effectively.

Discussion + Blogs

Regular blog discussions related to the covered topics are promoted in this class. You are expected to look at the daily news and / or researching books or other resources related to the subject in addition to the resources offered in the course website.

Posts should be written using complete sentences, and proper grammar (and avoid slang). Posts should also take advantage of the “multi-media” functionality of the web by including appropriate hyperlinks, images and videos. Media “borrowed” from other individuals should link back to the original source when possible and should always include credit to the author/creator.

Quizzes & Self-Evaluations

Quizzes and/or Self-Evaluations will be given throughout the semester testing students on the content. This will cover major vocabulary and specifics of code syntax/grammar.

Exercises & Tutorials

Students will need to complete weekly exercises/tutorials related to the content in order to build their technological knowledge and implement the course projects.

Course Website

The class website hosts all pertinent course information, and should be referred to when needed. The syllabus and schedule are available as downloadable PDFs and as a web page. Readings are hosted on the site.

WordPress Site

You will be required to create a WordPress site to document your journey in this class. The site environment will also be used as testing and implementation of a Content Management System interface for your ideas, concepts and skills.

Grading Criteria

Your final course grade will be an average of 100-point scale based on the following:

Assignment	Points
Readings & Blog Discussions	10
Quizzes & Self Evaluations	10
Exercises / Tutorials	30
Project 1: Worst of the Web	20
Project 2: My Footprint	30

- Each of the assignments will be evaluated according to a specific list of required criteria given to you with the assignment.
- Class participation and in class productivity portion of your score will be based on promptness, your participation in discussions and critiques, and in class work ethic (ex: no parallel talk, no cell or electronic device usage, no ipod listening, or working on anything not related to class work, disappearing from class, etc...)
- Readings do count. Evidence of reading should be visible in blog posts, projects and class discussion. Failure to carefully read will impact these components of

your grade.

- Student grades will be negatively affected by late assignments, poor attendance (including arriving late and leaving early), and lack of participation or preparedness.
- Projects should be submitted before the beginning of class whether you are there or not. **No emailed assignments are accepted – they are deleted.**

At the first sign of struggle with the course material the student should contact and meet with the instructor to develop a plan for continuing success. Those who demonstrate honest effort and commitment will receive the support they need to succeed. Students who do not meet this standard will not do well in this course.

Attendance Policy

Each class we will be learning a new concept and/or technique. When you miss a class it means that you do not learn an essential design concept or skill. In class assignments cannot be made up.

This is an in-person class and it is important that you arrive to class **on time & prepared.**

Late arrivals and early departures are disruptive to your peers and yourself. Each tardiness and/or early departure after two will deduct **half (0.5) point** from your final grade.

Each unexcused absence above two (2) will result in the loss of two (2) points on your final grade for the course:

two absences	=	0	nine absences	=	-14
three absences	=	-2	ten absences	=	-16
four absences	=	-4	eleven absences	=	-18
five absences	=	-6	twelve absences	=	-20
six absences	=	-8	thirteen absences	=	-22
seven absences	=	-10	fourteen absences	=	-24
eight absences	=	-12	fifteen absences	=	-26

If you miss class, it is your responsibility to obtain any missed handouts, information, and assignments from the course website: <http://bccart72.claudiajacques.com>. Once you have reviewed the class content and homework for the missed day, e-mail or text your instructor with any questions.

You will be expected to turn in any assignments that were given on their assigned due date, as well as keep your digital portfolio up to date. This means that if you are absent, the following class you must turn in the work that was due on the date of your absence **and** the new work that is due that day (this also applies to your weekly writing, reading and posts, and e-portfolio assignments, not only projects and exercises).

Communicating with your Instructor

Communicating through E-mail

I am happy to communicate through email, and I strongly encourage you to use your BCC email account. When emailing your instructors, peers, administrators and staff, please keep the following Email Etiquette in mind:

- First, make sure what you want to communicate is best suitable for an email

exchange. Remember that your college email account is an official college record.

- Make sure what you are about to ask or comment on in your email is not addressed on the course site and syllabus. Asking a professor to go over a content that is already available on your course site or syllabus makes you look like you are not a serious student and only harms your cause. If after going over the content you still have questions, by all means, do ask them!
- Type a clear, informative and succinct Subject Line and always include BCC Art87.
- Use a salutation. Instead of jumping right into your message or saying “hey,” begin with a greeting like “Dear” or “Hi,” and then address the person by the appropriate title and last name, such as “Prof. Jacques” or “Ms. Cardoso.” I welcome you to use my first name: “Claudia”.
- Use traditional rules of grammar, spelling and punctuation in your message. Read your email aloud to proofread the message yourself, as spell check won’t catch everything.
- Please avoid acronyms or abbreviate words for convenience. Use complete sentences and only standard abbreviations.
<http://abbreviations.yourdictionary.com/articles/list-of-commonly-used-abbreviations.html>.
- Do NOT send file attachments through email that are over 250 kb. If you are not sure what the file size is, don't send it. All artwork should be posted to your e-portfolio and you can send me a link to the image page. You can also text me a file if you want me to check your work. Reading posts should be embedded in Blackboard's editor.
- Finalize your email with a signature. Instead of concluding with “Sent from my iPhone” or nothing at all, include a signature, such as “Thanks”, “Best” or “Sincerely,” followed by your name (first and last). Please include your class name, reference number, semester and year the first time you contact me through email.

If you have any questions or need assistance throughout the semester or miss a class, I encourage you to set up an appointment by email at claudia.jacques-de-moraes-cardoso@bcc.cuny.edu to meet me. I check email frequently, but always allow 48-hours for a response. Please plan accordingly!

Communicating through text message

I am also happy to communicate through text message to more quickly give you feedback on assignments, and clarify concepts that you do not understand, but again, please be aware of the following texting protocol:

- Make sure what you are about to ask is **NOT** addressed in the course site, project specifications or syllabus.
- Please **do NOT call my cell phone number** unless I specifically instruct you to do so.
- Always, start your text message with your name and class reference. – bcc art 87. This way I know whom I am talking to.
- Please avoid abbreviations. If I can't understand what you are communicating, I can't help you.
- I am very prompt but please do allow me time to answer your text message. It will

be faster than email but I have a very busy life and I may be tied up for hours before I can give you feedback. Again, plan accordingly!

- I am constantly editing and improving our course site. I count on you to give me feedback on any broken links, missing content or discrepancy that you come across. Please text me as soon as possible with an URL link to where you encountered the issue or do a print screen of the issue and where I can find it. This way I can fix it right away!
- Any other information related to you, a class or the course that does not involve a specific assignment or content should be done through your BCC's email.

If you haven't received a response within 48 hours, feel free to follow up with a second email or text message as I may have missed your communication.

Tips for Success

- Plan your time – web projects are time consuming and technically involved. Plan at least five hours a week to spend in the computer lab or on your own computer. You will spend MORE time in the lab if you are not prepared to start on your project when you arrive – research, materials, sketches and site maps all need to be done before you arrive.
- Work with a friend—two heads are better than one when you run into technical, conceptual or creative roadblocks.
- Save and save again. Back up your work in MULTIPLE locations.
- Attend class – each week builds on the previous one. Missing class will severely impact your grade.
- Ask for help when you have trouble – don't allow yourself to get behind on new material.

Academic/Support Services

To make your experience count at BCC, our support for students includes admissions and registration, financial aid services, general academic advising, transfer, career and personal counseling services, as well as services for international, veteran and disabled students. More info at: <http://www.bcc.cuny.edu/academic-support-services/#degTop2>

Computer Lab & Tutoring

The Art & Music Department offers open studio times and tutoring in digital arts. Located in **Bliss Hall 302**, the **Digital Arts Computer Lab** offers access to apple computers, scanners, printers, and digital media proprietary software needed for you to produce the weekly assignments. The lab techs and/or tutors can guide you to the needed resources and/or help you with certain tasks.

Make sure you always clean up after yourself and hold all conversations outside of the studio so as not to disturb your peers.

Open Studio hours are Monday – Friday; 9:00 a.m. – 5:00 p.m. Extended hours are offered during the week of Midterms through Final Exams. Monday – Thursday; 9:00 a.m. – 8:00 p.m.

Please check the college site at <http://www.bcc.cuny.edu/Art-Music/?p=am-Labs> or contact Cesar Rivera, Senior College Lab Technician, in Bliss Hall [BL], Room 302/208 or

by email cesar.rivera@bcc.cuny.edu for more info on available resources and assistance.

Students with Disabilities

Students with disabilities (learning, physical or psychological) who require reasonable accommodations or academic adjustments for a course must be registered with the Office of Disability Services. For any accommodation, the instructor must be presented with the ODS card.

Students with questions regarding the Office of Disability Services or accommodations should access the college site: <http://www.bcc.cuny.edu/Disability-Services/> or contact the office by phone: 718.289.5874 or in person at Loew Hall, Room 211

Academic Honesty

BCC fosters an academic community where students and faculty work together to create learning experience that imparts knowledge and forms character. To achieve this, the College requires all members of the community to adhere to the policy of Academic Honesty that can be found in the Student Handbook, the College Catalogue and on the College website.

Digital Media is an academic subject. If you are using digital resources or images in your digital work you MUST cite the source (hyperlinks are acceptable in this medium). Stealing and taking credit for work that is not your own is dishonest and may also be ILLEGAL. Images, songs, text and video can only be used in their entirety if they are in the public domain. Parts of images, songs, text and video may be legal if an argument for "fair use" can be made. If you have specific concerns related to digital media please contact your instructor immediately.

The Evening Weekend Wire

The Evening and Weekend Office is full service daily drop in center that offers support and assistance to students enrolled in weekday evening and weekend classes. They are located in Colston Hall 506A and the phone number is 718 289 5703

Their hours of operation are as follows:

Monday 3:00pm-8:30pm

Tuesday, Wednesday and Thursday 2:00pm-8:30pm

Friday 12:00pm-6:00pm

Saturday 8:30am-3:00pm

Sunday 8:00am-1:00pm

Course Calendar

Class 1 | M 08/28

Intro to course, UI x UX Design
Theory: Principles of Interactivity & Usability
Project 1 | Worst of the Web

M 09/04 | Labor Day | No Class

Class 2 | M 09/11

Theory: Visual Communication
Design: Review + Layout + Unity
Technical: Grid + Digital Imaging
Practice: Research

Class 3 | M 09/18

Theory: Labeling + Organize
Design: Color + Emphasis & Focal Point
Technical: File Management + Digital Imaging
Practice: Navigation & Hierarchy Creation

Class 4 | M 09/25

Theory: Wireframing + Economize
Design: Type + Emphasis & Focal Point
Technical: Digital Imaging + Image optimization
Practice: Mock-up

Class 5 | M 10/02

Theory: Semiotics + Taxonomy
Design: Type + Emphasis & Focal Point
Technical: Digital Imaging + HTML
Practice: File Management & Live Mock-up

M 10/09 | Columbus Day | No Class

Class 6 | M 10/16

Review: Theory + Design + Technical
Practice: Live Mock-up

Class 7 | M 10/23

Midterm: Project 1 Presentations

Class 8 | M 10/30

Project 2 | New York Here & There
Theory: Visual Identity
Technical: Wireframing
Practice: Research

Class 9 | M 11/06

Theory: Boxifying
Design: Type + Color + Texture | Unity + Emphasis & Focal Point
Technical: Digital Imaging + HTML + CSS

Practice: File Management & Mock-up

Class 10 | M 11/13

Theory: Prototyping

Design: Responsive Layout

Technical: Digital Imaging + HTML + CSS

Practice: Mock-up + Implementation

Class 11 | M 11/20

Theory: Prototyping

Design: Responsive Layout

Technical: Digital Imaging + HTML + CSS

Practice: Mock-up + Implementation

Class 12 | M 11/27

Technical: Digital Imaging + HTML + CSS

Practice: Testing

Class 13 | M 12/04

Technical: Digital Imaging + HTML + CSS

Practice: Improving

Class 14 | M 12/11

Review: Theory + Design + Technical

Practice: Live interfaces

Final Assessment | M 12/18 | 2:00 pm to 3:50 pm

Projects Presentations | Business Attire