

ART 87 User Interface Design

2 credit / 4 hours



Course Outline

Spring 2021

Section: D02 (52618)

Synchronous Class Meetings Date & Time: Thursday, 2:00 am – 5:40 pm

Location: Zoom

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

Instructor: Claudia Jacques de Moraes Cardoso, Ph.D., M.F.A.

Office Hours: Tuesdays and Thursdays 1:00 to 2:00 pm Office Hours Location: Zoom (link in Blackboard)

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

Text Message & Whatsapp: 914.924.0703

Whatsapp Group: Link in Blackboard

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

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

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

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

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

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

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

Apply basic understanding of HTML and CSS code in the creation of various web pages and sites. Final project and tutorial.

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

- Computer with Internet access, video and sound capabilities,
- Adobe XD, Photoshop and Dreamweaver installed in the computer,
- Course site: <http://bccart87.claudiajacques.com>,
- Course Blackboard,
- Zoom synchronous meetings (link in Blackboard),
- BCC email account,
- Sketch paper, ruler, pencil, and black draftsman pen (Pitt pens or Black Gel pen),
- Class Whatsapp group (link in Blackboard).

Course Requirements

In this class you are required to:

- Attend **ALL** weekly synchronous class meetings through Zoom (online remote). Fridays, 10:00 am – 12:00 pm;
 - Participate on in class critiques and discussions.
- Dedicate at least five (5) hours a week to work asynchronously to:
 - Access the course site weekly to be abreast of the course content.
 - Watch the required weekly video demos, lectures and presentations on your own and on time;
 - Read required text content.
 - Develop tutorials, projects and skills exercises on your own and on time;
 - Upload your work to E-portfolio and/or Blackboard as required.
 - Complete Blackboard quizzes and self-evaluations on time;
 - Create and maintain your own E-portfolio to show your course work.
 - Check your BCC email a few times a week.
 - Participate in the class Whatsapp group.

Content Overview

Assignments	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 UI design skills.
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.
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.
Presentations, Videos and Readings	Visual and Video presentations as well as readings help complement class lectures and you are expected to watch and read all of them.
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. Presentations, Videos and Readings are hosted on the course site.
E-Portfolio + Blackboard Posts	You will be required document your journey in this class by posting to E-portfolio and Blackboard.

Assessment

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

Assignment	Points
Class Participation and Productivity	20
Quizzes & Self Evaluations	10
Tutorials	25
Projects	45
Total	100

- Each of the assignments will be evaluated according to a specific list of required criteria given to you with the assignment.
- Class participation and 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...)
- Video presentations and readings do count. Evidence of watching/reading them should be visible in blog posts, projects and class discussion. Failure to carefully watch/read will impact these components of your grade.
- Student grades will be negatively affected by late assignments, and lack of participation or preparedness.
- Projects should be submitted to Blackboard before the beginning of class whether you attend the synchronous meeting or not.
No emailed assignments are accepted – they are deleted.

I am here for you! At the first sign of struggle with the course material you should contact through Whatsapp, Text message to set an appointment to meet me synchronously so we can develop a plan to help you succeed.

Course Participation

This course relies on synchronous and asynchronous 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 portfolio. It's important that you arrive to class **on time & prepared**.

Late arrivals and early departures are disruptive to your peers and yourself and affect your class participation. If you miss class, it is your responsibility to obtain any missed handouts, information, and assignments from the course website:

<http://bccart87.claudiajacques.com>. Once you have reviewed the class content and homework for the missed day, e-mail or text me 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 E-portfolio assignments, not only projects and exercises).

Communicating with Prof. CJ

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 "Dr. Jacques" or "Prof. 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 the URL link and a printscreen of the issue.
- 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 24 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 to spend at least five hours a week working on the work on your computer.
- Work with a friend—two heads are better than one when you run into technical, conceptual or creative roadblocks. You can use Blackboard Collaborate for that.
- 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 success.
- Ask for help when you have trouble – don't allow yourself to get behind on new

material.

Student Success Services

Student Success is home to sixteen departments including Support Services, Academic Support Services and Student Life.

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.

The Student Success team is determined to providing the academic and support services that you need to reach your potential. Our goal is to empower you in an effort to help you achieve your personal and professional goals and walk across the stage at commencement!

The Student Success teams are available to help you succeed academically and personally. The link below opens to an information page on offices with phone numbers and e-mails as well as remote services.

<http://www.bcc.cuny.edu/about-bcc/office-of-the-president/presidents-cabinet/office-of-student-success/>

You will need your Bronco Id and email to correspond with Student Success Services personnel. Here is a link for you to claim your Bronco ID and email:
[Support for logging into your BCC Email and Blackboard is available.](#)

Accommodations/Disabilities

Bronx Community College respects and welcomes students of all backgrounds and abilities. In the event you encounter any barrier(s) to full participation in this course due to the impact of a disability, please contact the disAbility Services Office as soon as possible this semester.

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.

Personal Counseling

The Office of Personal Counseling (OPC) is working remotely due to COVID-19, but is still available to help you with free and confidential services. Services are offered via Zoom, Microsoft Teams, Facetime and telephone.

To speak to a counselor please call, 718.289.5223 and leave a message. When leaving a message, please say your phone number twice. A counselor will call you back.

You can also send an e-mail to BCC's Intake Coordinator at Personal.Counseling@bcc.cuny.edu.

If you are experiencing an emergency, call 911. Please note that counselors from the OPC are only available during our office hours.

If you are in crisis and you need immediate support or need to speak to someone outside of business hours, please call NYC WELL at 888.692.9355 or text "WELL" to 65173.

NYC WELL is a 24/7 phone or text hotline for support and referrals.

<http://www.bcc.cuny.edu/campus-resources/personal-counseling-services/>

Computer Lab & Tutoring

BCC lends computers and the Art & Music Department offers tutoring in digital arts. The lab techs and/or tutors can guide you to the needed resources and/or help you with certain tasks.

Updated information is shared in the course site

<https://bccart87.claudiajacques.com/syllabus/helping-you-succeed/>

Please check the college site at <http://www.bcc.cuny.edu/Art-Music/?p=am-Labs> or contact Cesar Rivera, Senior College Lab Technician by email cesar.rivera@bcc.cuny.edu for more info on available resources and assistance.

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. Their phone number is 718 289 5703

Hours of operation TBA.

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.

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Course Schedule

Class	Objectives/Content	Synchronous Meeting 2 pm to 5:40 pm	Asynchronous Work Due Next Meeting
Class 1 Thurs 02/04	Course Intro Theory: UI x UX Design Design: UI Design Principles Practice: Project 1 Worst of the Web Research	<ul style="list-style-type: none"> Course Intro Syllabus & Course Outline & Schedule How to use the course site and Blackboard. UI x UX Design UI Design Principles Intro to Worst of Web Project 1 Worst of the Web To activate Adobe CC use your BCC First credentials: username@login.cuny.edu. Sign in with the BCC First username. Then check your email for a code and continue the activation. 	<ul style="list-style-type: none"> Review: Syllabus & Course Outline and Schedule Principles of Interactivity & Usability Watch: How to Be Creativity Work on Project 1 Worst of the Web assignment 1 and research a “Really bad site”. Post: Blackboard Discussion Board / Class 2 on Project 1 assignment 2. Post the link to the bad website along with the answers for the introduced questions. Make sure you have a list of at least 4 reasons why it is that bad according to the Principles of UI Design. Install: Adobe Photoshop on your computer.
Class 2 Thurs 02/11	Theory: Visual Communication Design: Review + Layout + Unity Technical: Grid + Digital Imaging Practice: Site proposal, site map and wireframe	<ul style="list-style-type: none"> Attendance Announcements Review Creativity & Principles of UI Design Elements & Principles Design Principles Unity Critique: Project 1: Worst of Web Assignment 1 Presentations UI Design Development: Information Architecture Site Map, Wireframing Intro to Digital Imaging 	<ul style="list-style-type: none"> Review: Elements & Principles Design Principles Unity Watch: Beginning Graphic Design: Images Work on: Tutorial 1 Interface Design Project 1 Worst of the Web assignment 1 redesigned proposal, site map and wireframe two pages first version Post: Blackboard Discussion Board / Class 3 on Project 1 assignment 2. Post redesigned proposal, site map and wireframe two pages first version. Install: Adobe XD on your computer.
Class 3 Thurs 02/18	Theory: Labeling + Organizing Design: Unity + Emphasis & Focal Point Technical: Digital Imaging + Image optimization Practice: Digital Mock-up	<ul style="list-style-type: none"> Attendance Announcements Review Digital Imaging Critique: Project 1: Worst of Web Assignment 2 Presentations 2D Design Principles: Unite & Emphasis CRAP in Design Intro to Adobe XD 	<ul style="list-style-type: none"> Review: 2D Design Principles: Unity & Emphasis CRAP in Design Watch: Tutorial 2 XD Part 1 Work on: Tutorial 2 XD Part 2 (four videos) post to Blackboard Post: Blackboard Discussion Board / Class 4 on Project 1 assignment 3: Post redesigned proposal, site map and wireframe two pages second version.
Class 4 Thurs 02/25	Theory Review: UI and 2D Design Principles Technical: Digital Imaging + Image Optimization	<ul style="list-style-type: none"> Attendance Announcements Review Adobe XD Critique: Project 1: Worst of Web Assignment 3 Presentations Type + Color Gestalt : Consistency 	<ul style="list-style-type: none"> Review & Quiz 1: Principles Studies <ul style="list-style-type: none"> Theory: UI Design Principles <ul style="list-style-type: none"> § Structure § Simplicity § Visibility § Feedback § Tolerance § Reuse Design: Unity + Emphasis & Focal Point

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Practice: Digital Sketch Mock-up

Unity: Continuation, Repetition, Alignment, Proximity
Emphasis & Focal Point: Contrast, Isolation, Convergence, Unusual, Placement

- **Work on:**
 - [Tutorial 2 | XD](#) Part 3 (two videos) **post** to Blackboard.
 - [Project 1 Worst of the Web](#) assignment 4: Home page mobile sketch mock-ups (at least four variations) **post** to Blackboard.

Class 5
Thurs
03/04

Theory: Hierarchy
Design: Type + Emphasis & Focal Point
Technical: Assets - Digital Imaging + Adobe XD

- Attendance | Announcements
- Review Quiz 1
- Critique: [Project 1: Worst of the Web](#) Assignment 4 Presentations
- Hierarchy: Type + Emphasis & Focal Point
- Assets: Digital Imaging and Adobe XD

- **Review:** Hierarchy: Type + Emphasis & Focal Point
- **Watch:**
 - [Combining Fonts](#)
 - [Live Prototype | Adobe XD](#)
 - [Tutorial 2 | XD](#) Part 4 **post** to Blackboard.
- **Work on:**
 - [Project 1 Worst of the Web](#) assignment 5, Home page + about mobile sketches on XD **post** on Blackboard.

Class 6
Thurs
03/11

Review: Theory + Design + Technical
Theory: Semiotics + Taxonomy
Practice: Live Site

- Attendance | Announcements
- Critique: [Project 1: Worst of the Web](#) Assignment 5 Presentations
- [Semiotics](#) + [Taxonomy](#): Site map
- Assets

- **Review:** Semiotics and Taxonomy
- **Watch:**
 - [Combining Fonts](#)
 - [Live Prototype | Adobe XD](#)
- **Work on:**
 - [Project 1 Worst of the Web](#) assignment 6, all pages mobile sketches on XD and prototyped **post** on Blackboard.

Class 7
Thurs
03/18

Midterm Presentations

- Attendance | Announcements
- Presentations and Critique [Project 1: Worst of the Web](#) up to assignment 6 : Mobile

- **Work on:**
 - [Project 1 Worst of the Web](#) assignment 7, all pages for web sketches on XD **post** on Blackboard.

Class 8
Thurs
03/25

Theory: Responsive Layout
Design: Visual Hierarchy
Technical: Optimizing for Web

- Attendance | Announcements
- Presentations and Critique [Project 1: Worst of the Web](#) up to assignment 7: Web
- Improving Visual Hierarchy
- [Optimizing for web](#)

- **Review & Quiz 2:** Semiotics, Taxonomy, Hierarchy
- **Read:**
 - Visual Hierarchy
- **Watch:**
 - [Boxyfyng](#)
- **Work on:**
 - [Project 1 Worst of the Web](#) assignment 8, all pages for web prototyped in XD **post** on Blackboard.

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Class 9 Thurs 04/08	Theory: Boxifying Design: Responsive Typography Practice: Planning	<ul style="list-style-type: none"> ▪ Attendance Announcements ▪ Presentations and Critique ▪ Project 1: Worst of the Web up to assignment 8: Web ▪ Intro to Project 2: My Footprint 	<ul style="list-style-type: none"> ▪ Review: Boxifying ▪ Read: <ul style="list-style-type: none"> ▪ Responsive Typography ▪ Research: <ul style="list-style-type: none"> ▪ Assets for Project 2 ▪ Work on: <ul style="list-style-type: none"> ▪ Project 2: My Footprint assignment 1, research, site map and sketches post on Blackboard.
Class 10 Thurs 04/15	Theory: History of the Web Technical: Intro to HTML+CSS Practice: Mock-up	<ul style="list-style-type: none"> ▪ Attendance Announcements ▪ Presentations and Critique ▪ Project 2: My Footprint assignment 1 ▪ History of the Web ▪ Intro to HTML + CSS 	<ul style="list-style-type: none"> ▪ Review: History of the Web ▪ Work on: <ul style="list-style-type: none"> ▪ Tutorial 3: HTML 1 and 2. ▪ Project 2: My Footprint assignment 2, mock-ups for web post on Blackboard.
Class 11 Thurs 04/22	Theory: Prototyping Design: Responsive Layout Technical: Digital Imaging + UX Practice: Mock-up + Implementation	<ul style="list-style-type: none"> ▪ Attendance Announcements ▪ Presentations and Critique ▪ Project 2: My Footprint assignment 2 ▪ HTML + CSS 	<ul style="list-style-type: none"> ▪ Review + Quiz 3: Boxifying, History of the Web, HTML + CSS ▪ Work on: <ul style="list-style-type: none"> ▪ Tutorial 3: HTML 1 and 2. ▪ Project 2: My Footprint assignment 3, XD mock-ups for web post on Blackboard.
Class 12 Thurs 04/29	Technical: Digital Imaging + HTML + CSS Practice: Testing	<ul style="list-style-type: none"> ▪ Attendance Announcements ▪ Presentations and Critique ▪ Project 2: My Footprint assignment 3 ▪ Intro to Dreamweaver 	<ul style="list-style-type: none"> ▪ Review: Dreamweaver ▪ Work on: <ul style="list-style-type: none"> ▪ Tutorial 3: HTML 3 and 4. ▪ Project 2: My Footprint assignment 4, XD finalized for web post on Blackboard. ▪ Export XD to HTML
Class 13 Thurs 05/06	Technical: Digital Imaging + HTML + CSS Practice: Improving site	<ul style="list-style-type: none"> ▪ Attendance Announcements ▪ Presentations and Critique ▪ Project 2: My Footprint assignment 3 ▪ XD to HTML + CSS 	<ul style="list-style-type: none"> ▪ Review: XD to HTML+CSS ▪ Work on: <ul style="list-style-type: none"> ▪ Tutorial 3: HTML 5 and 6. ▪ Project 2: My Footprint assignment 5, XD finalized for mobile post on Blackboard. ▪ Export XD to HTML
Class 14 Thurs 05/13	Review: Theory + Design + Technical Practice: Live interfaces	<ul style="list-style-type: none"> ▪ Attendance Announcements ▪ Presentations and Critique ▪ Project 2: My Footprint assignment 5 ▪ FTP 	<ul style="list-style-type: none"> ▪ Review & Quiz 4: Design + Technical ▪ Work on: <ul style="list-style-type: none"> ▪ Project 2: My Footprint finalized for mobile and web post on Blackboard. ▪ Share XD and HTML
Final Thurs 05/20	Final Assessment	<ul style="list-style-type: none"> ▪ Attendance Announcements ▪ Project 2: Final Presentations and Critique 	Happy Holidays Grades will be available by December 28