

# Digital Media Design II

This course focuses on approaches and concepts in designing for a digital environment, focusing on user-interface, interactivity, and time-based sequence design.

## COURSE INFORMATION

(A) CRN 22311

Tues/Thurs 8:00am-10:50am

FI 101

(B) CRN 22312

Tues/Thurs 11:00am-1:50pm

FI 101

(B) CRN 22313

Tues/Thurs 2:00pm-4:50pm

FI 101

[bridgetweis.com/dsgn361.html](http://bridgetweis.com/dsgn361.html)

*Prerequisites: DSGN 360*

## INSTRUCTOR

Bridget Weis

[bridget.weis@wwu.edu](mailto:bridget.weis@wwu.edu)

Office hours: Mon/Weds 5:00-6:30pm

Office: FI 106B

## SOFTWARE

Adobe CC

Sketchbook

Blank Note Cards

Headphones **\*\*Must be used for all sound related activities.**

Thumbdrive or External Hard Drive

## REQUIRED READING

Additional texts/articles will be provided throughout the quarter.

## OBJECTIVES

- Explore interaction design, focusing on user centered design and usability across mobile platforms.
- Analyze popular interaction designs and animations and their successful application.
- Learn the relationship between content, structure and design for a successful user experience.
- Examine common problems and solutions for interactive design within the nonlinear structure of the mobile web and native applications.
- Forward thinking and awareness of new technology and the laws of simplicity in everyday design.
- Understand the importance of information architecture and data visualization when designing for mobile platforms.

## ATTENDANCE

Attendance is mandatory and will be carefully recorded daily, even if your assignment is incomplete. It is essential that you be present and punctual for the entirety of each class period. *There are 2 allowed absences, any additional absence after the second absence will result in a full letter grade reduction from your final grade (for each day absent).* Special exceptions, including religious observances and other exceptions that are officially recognized by the university, will be accommodated in advance and on an individual basis. Students must attend all critiques. You are responsible for obtaining the learning materials and assignments that you miss when you are absent. Class will start on time, therefore arriving late or leaving early will count as a tardy. *Note: 2 tardies = 1 absence.*

## DEADLINES

Timeliness of projects is essential for academic and professional success. Students must have assignments uploaded 1 hour before class starts on the day of critique. Work not finished or not turned in at the designated time is considered late. *Each day an assignment or project is late, will result in a full letter reduction from your project grade.* Technical difficulties are never an acceptable excuse for not meeting a deadline.

## PARTICIPATION

Participation is very important in this class. You are expected to participate fully, actively, and professionally in class each day. This means that you work efficiently and effectively both individually and within groups. You are also encouraged to speak up and to share your thoughts in discussion and critique, which allows you to articulate your ideas, collaborate with your colleagues, appreciate multiple points of view, understand and explore complex concepts, and learn from one another. Professional and respectful conduct is expected from everyone at all times. You will be expected to participate in spending time outside of class to develop your skills and solve technical problems.

## COURSE WORK

Project 1	35%
Project 2	45%
Exercises/Readings	10%
Participation	10%

## PERCENTAGE SCALE

100-94	A	76-74	C
93-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-64	D
83-80	B-	63-60	D-
79-77	C+	60-0	F

## GRADING SCALE

A | High quality work demonstrating outstanding skills, craftsmanship, and innovative approaches to the problem.

B | Satisfies the minimum requirements of the project and demonstrates thorough understanding of concepts and principles.

C | Satisfies the minimum requirements of the project.

D | Does not satisfy the minimum requirements of the project. Problems with quality and/or knowledge of concepts.

F | Falls well below expected standards in solving the minimum requirements of the project.

## PROJECT EVALUATION

While your project grades are mostly based on the final presentations, you will also be evaluated for conceptual development, process, design, level of technical difficulty, effectiveness, and collaboration. In addition, your ability to meet deadlines for homework, participate during critiques, and contribute to class discussions will count toward your final grade.

## GRADE INQUIRIES

I do not reconsider grades. There are no exceptions. Each grade is final. I am available during office hours (by appointment) to provide further project feedback if there are any questions.

## COMPUTER LAB

Use of the university computer labs is a privilege. Users must not download software updates or trial versions. Users must not engage in illegal activities such as sharing music or software. Equipment must not be used to copy, replicate, or in any way violate trademark, license, or copyright. Computers, software, and web space must not be used for commercial purposes.

## TECHNICAL PROBLEMS

Students must always backup their work to flash drive or external hard drive in order to reduce risk of lost or damaged files. Never work directly from the (U) Drive on your portable drive. It is much slower and can cause a lot of problems. Work on the desktop and remember to save to your portable drive when you are finished.

## ACADEMIC INTEGRITY

Western Washington University students have an obligation to fulfill the responsibilities of their particular roles as members of an academic community. Honesty is essential to learning. Without it, fair evaluation for all is impossible. Academic integrity is demanded, and academic dishonesty at Western Washington University is a serious infraction dealt with severely. Students shall not claim as their own achievements, work or arguments of others, nor shall they be a party to such claims. It is the instructor's responsibility to confront a student and to take appropriate action if academic dishonesty, in the instructor's judgement, has occurred. For help and guidance with the academic honesty procedures, students should contact WWU's integrity website: [wwu.edu/integrity](http://wwu.edu/integrity).

## STUDENTS WITH DISABILITIES

Reasonable accommodation for persons with documented disabilities should be established within the first week of class and arranged through Disability Resources for Students: telephone (360) 650-3083; email [drs@wwu.edu](mailto:drs@wwu.edu); and online [wwu.edu/depts/drs/](http://wwu.edu/depts/drs/).

*This syllabus is subject to change. Changes, if any, will be announced in class. Students will be held responsible for any and all changes.*