

SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-23
[Syllabus Statements](#)

I. CATALOG DESCRIPTION

Course Number: GDMA1457
Course Title: Interactive Design
Prerequisite(s): GDMA1455
Catalog Description: Interactive Design focuses on development of strong concepts, user interfaces, and user experience for interactive mobile applications. This will include the process of developing and effectively communicating an idea through sketches, storyboards, illustrations, and presentations.
Credit Hours: 2
Class Hours: 15
Lab Hours: 45
Total Contact Hours: 60

II. COURSE OBJECTIVES: *Course will:*

- A. Introduce and take an in-depth look at what interactive design is and its applications and social implications.
- B. Hone students' conceptualization and research skills through exercise that challenge their understanding of how they can interact with design.
- C. Focus on the study and creation of guided and intuitive maps and/or paths for the interactive experience.
- D. Study and explore the various visual components of interactive design and user interface design including the various design considerations vital to making an enjoyable user experience.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

- A. Student Learning Outcomes: *Student will be able to:*
 - 1. Define and demonstrate their understanding of key terminology related to interactive design.
 - 2. Develop applications that demonstrate a strong understanding of typographic considerations, hierarchical navigation and intuitive vs. hierarchical paths.
 - 3. Create and demonstrate an understanding of the wireframing process and its importance.
 - 4. Construct designs based on user research for to make designs that are intuitive and rewarding to the user.
 - 5. Explore and experiment with various brainstorming techniques to develop stronger design concepts.
 - 6. Solve navigation and interaction issues.
 - 7. Design interactive elements that demonstrate interactive response.
 - 8. Construct flowcharts and mapping that illustrate all interactivity for an application.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO #3: Critical Thinking & Problem Solving
Outcome 4: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.

IV. CONTENT/TOPICAL OUTLINE

- A. Exploration of Interactive Design
- B. UI/UX Considerations
- C. Interactive Research
- D. Flowcharts
- E. Visualization
- F. Interactive Mock-Ups
- G. User Testing

V. INSTRUCTIONAL MATERIALS

- A. Required Text(s): None
- B. Other Resources:
 - 1. Handouts: worksheet, tutorial, assignment, and project
 - 2. Assigned videos and online articles

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Methods of presentation typically include a combination of the following:
 - 1. On-screen presentations, demonstrations, guided tutorials and lecture
 - 2. Worksheets, charts, tutorials, projects/assignments
 - 3. One-on-one teaching and assistance
 - 4. Team teaching
 - 5. Presentations by design professionals/employers
 - 6. In-class exercises and activities
 - 7. Videos
 - 8. Field trips

VII. METHODS OF EVALUATION

- A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
 - 1. Adherence of deadlines and completion of all assignments, exercises, worksheets, tests, quizzes, and tutorials and/or daily assessments.
 - 2. No late assignments will be accepted; no exception will be made. All assignments turned in past the scheduled deadline will result in a grade of failing (F) and will not be eligible for further revision. Please refer to the Course Information Document for attendance, submission, revision, extra credit, and missed exercises and quizzes policies.
 - 3. Students must submit their own work. Cheating on any assignment, exercise, tests, quizzes, tutorial, and/or daily assessment will result in a failure of that assignment with no possibility of revision (if applicable). Multiple instances will result in a failure of the course and may be grounds for disciplinary action or dismissal from the program.
 - 4. Compliance with all Policies. For all GDMA program policy documents, please visit <http://tinyurl.com/gdmapolicies>.
 - 5. Students must conduct themselves in a manner that is in consonance with the Professionalism requirements of GDMA courses, be adequately prepared for course work and discussion as well as actively participate in in-class activities and critiques. For the Professionalism requirement, visit <http://tinyurl.com/gdmapolicies>.

VIII. SPECIFIC COURSE REQUIREMENTS

- A. Student must meet all of the following to receive a passing grade:
1. Student must complete this course with a minimum course grade of “C” (70%).
 2. Students are expected to sign a Syllabus and Course Information Document Agreement and Anti-Plagiarism Agreement to represent their understanding of this information and the expectations within the course. For all GDMA program policy documents and anti-plagiarism information, please visit <http://tinyurl.com/gdmapolicies>
 3. It is the responsibility of the student to take notes on all lectures, tutorials, assignments, and exercises. You will not be given printed instructions for assignments. This is to emulate professional expectations within the design industry.
 4. Students are expected to assist in keeping all GDMA labs neat and orderly. Please pick up all scraps, waste materials, discarded printouts, etc. and place them in the recycling bins. Please promptly clean up all spills and messes on your desk spaces. Periodically and at the end of each term, students will be required to assist in cleaning the labs.
 5. Each student is required to complete all parts of this course regardless of prior knowledge or experience.
 6. For course specific policies please refer to the Course Information Document.