

University of Arkansas - Fort Smith
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General Syllabus

GRDS 2253 Interactive Design

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisite: ART 1551 Admissions Portfolio or consent of Instructor

Effective Catalog: 2019-2020

I. Course Information

A. Catalog Description

Introduces technical and aesthetic considerations concerning interactive design. Current standard best practices in user experience and user interface are incorporated. Wire framing, prototyping, and visual communication issues are addressed.

B. Additional Information

Assigned projects are deadline-driven and involve the creation of basic interactive design components.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Understand basics of markup language and its application to the Web.
2. Understand basic concept of creating a user experience through design.
3. Make connections between user experience and user interface.
4. Create content for interactive platforms.
5. Wire frame an interactive design.
6. Understand and apply principles of organization, presentation, and interactivity.
7. Create all assets necessary for interactive application.
8. Write content for maximum search ability.
9. Create a working prototype of an interactive design.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills: Student will define and research the problem, understand user engagement, generate a number of possible solutions, and finally execute the best solution to the problem based on research.

Communication Skills (written and oral)

Students will practice creating written content that serves the function of clearly disseminating information but also serves as an optimally worded and organized document that increases the ability of the content to be found quickly by search engines.

Ethical Decision Making

Students will explore ethical issues involving copywriting and imagery to be applied in ideation, research, and execution of original art and design solutions. They will be able to determine what can and cannot be used from online sources.

Global and Cultural Perspectives

Students will be research how their discipline affects diverse populations through study of demographics and its impact on the design process.

III. Major Course Topics

1. Mark-up Language
2. User Experience Design
3. User interface
4. Content Creations
5. Image processing for interactive design
6. Workflow for interactive design
7. Organization mapping
8. Organization, presentation, and interactivity of content
9. Writing for Search Engine Optimization
10. Digital Prototyping