

University of Arkansas - Fort Smith
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General Syllabus

GRDS 3243 Interactive Development

Credit Hours: 3

Lecture Hours: 2

Studio Hours: 4

Prerequisites: GRDS 2103 Advanced Typography, GRDS 2243 Digital Illustration, GRDS 2253 Interactive Design, GRDS 2303 Graphic Design, GRDS 2343 Print and Publication Design, or consent of instructor.

Effective Catalog: 2019-20

I. Course Information

A. Catalog Description

Builds upon the foundation established in GRDS 2253 Interactive Design. Covers code languages used for current interactive design technology.

B. Additional Information

Projects involve collaboration, problem solving, and deadlines.

II. Student Learning Outcomes

A. Subject Matter

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

1. Plan and develop an effective website or application
2. Apply web add-ons and scripts or other current web technologies
3. Analyze proper workflow in web design
4. Demonstrate the ability to test a website for maximum performance
5. Organize and publish a Web Site with multiple pages
6. Incorporate streaming video and other media in pages
7. Create pages with basic content management system

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 execute the best solution to the problem based on research.

Ethical Decision Making

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

Global and Cultural Perspectives

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

III. Major Course Topics

1. Planning a Web Site or application
2. Organizing a Web Site or application
3. Advanced Interactivity
4. Limits of Design in Building Web Sites
5. Types of Web Sites
6. Team building
7. UX Strategies for Interactivity
8. Publishing Web Sites and Apps
9. Client relationships