Interactive mediums are integral to communication today, and this course focuses on the fundamentals of the interactive experience. It focuses on information architecture, interface design, and usability. The emphasis is on computer screens, but other types of digital screens will also be introduced.

PREREQUISITES: GD 157

SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with:
(c) Cannot take:

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)  ☑ Yes  ☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)  ☑ Yes  ☐ No

TOTAL HOURS PER TERM: 60

STRUCTURE OF HOURS:
Lectures: 30 Hrs
Seminar:  Hrs
Laboratory: 15 Hrs
Field experience:  Hrs
Student directed learning: 15 Hrs
Other (specify):  Hrs

Expected frequency of course offerings: Once per year
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT EXIST IN BCCAT TRANSFER GUIDE:  ☑ Yes  ☐ No

Course designer(s): Karin Jager
Department Head: Tetsuomi Anzai
Supporting area consultation
Curriculum Committee chair: Tetsuomi Anzai
Dean/Associate VP: Jacqueline Nolte
Undergraduate Education Committee (UEC) approval

Date approved: February 3, 2012
Date of meeting: February 17, 2012
Date approved: February 17, 2012
Date approved: February 17, 2012
Date of meeting: March 2, 2012
LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
- Define interactive design and its media platforms
- Describe current media trends
- Recognize effective interface design in digital interactive screens
- Identify the principles of usability and human factors in interactive communications
- Apply a process for the development of interactive design
- Organize a body of information to an information design
- Prepare layout and presentation requirements for information design

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)
Lectures
Demonstrations
In-class discussion
In-class analysis of interface design
Self-directed content development
Out-of-class design development
On-line research
Digital presentations

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):
☐ Examination(s) ☒ Portfolio assessment ☒ Interview(s) ☐ Other (specify):
☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS: [Textbook selection varies by instructor. Examples for this course might be:]

SUPPLIES / MATERIALS:
Adobe CS current edition
Subscription to Lynda.com
Macintosh computer
Flash drive

STUDENT EVALUATION: [An example of student evaluation for this course might be:]
10% Project 1: User experience analysis
15% Project 2: Site maps
15% Project 3: Flow charts
20% Project 4: Wireframes
30% Project 5: Interface design layout
10% Final presentation

COURSE CONTENT: [Course content varies by instructor. An example of course content might be:]
An introduction to interactive design and the user experience (UX).
Current trends in interactive design and dynamic media.
Digital branding and the user experience
Understanding usability and different media platforms.
The process of interactive design:
- Information architecture, site maps and wireframes
- Navigation and menu structures
- Usability
- Personas
- Digital design patterns
Design for mobility.
Design for experience.
Ethics, copyright, and fair use.