

## DSGD 186 Sec 2

### Digital Applications: Methodology

Fall 2018, Tue & Thur 12:00 PM - 2:50 PM, IS Building 226

**Assistant Professor Yoon C Han**

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Phone: TBD

Office hours: Tue & Thur

10:30am-11:30am (or by appointment)

Art Building 229

**Prerequisites** Acceptance to the BFA Graphic Design Program

**Faculty Web Page and MYSJSU Messaging** Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking with my emails and/or the messaging system through MySJSU at <http://my.sjsu.edu> to learn of any updates.

**Course Description** This course will provide and expose students to the tools, skill sets, and languages that are essential to understanding the fundamentals for web based information and interaction design principles and discovery of its practice in the profession.  
Prerequisite: Pass BFA Portfolio Review, Misc/Lab: Lab 6 hours.

**Course Goals** This course introduces students to user experience principles such as human-computer interaction, user personas, user interfaces, wireframes, and information architecture. Students will implement design strategies that enhance clarity, density, and dimensionality of information display in user experiences. Professional best practices of the interactive design process will be emphasized. While a wide range of workshops dealing with web and mobile technologies is offered, the class also focuses on conceptual and aesthetic aspects of working with the web and mobile. Creative projects and exercises will be developed throughout the course by applying the various skills acquired in class in the service of perception and communication.

Web technologies are constantly and rapidly changing. By focusing on the core concepts behind those technologies, the acquired skills working with HTML, CSS, and JavaScript will be transferable to future contexts.

The course aims at developing the vocabulary necessary to speak to developers, to present and discuss Web projects, and to pursue individual research. During the semester, students will complete a series of exercises, will analyze and discuss Web and Mobile projects, and present a research report and final prototypes.

**Course Learning Outcomes** Upon successful completion of this course, students will be able to:

- LO 1 Identify and research problems on web and mobile media from multiple perspectives, and conceive of and experiment with appropriate design solutions.
- LO 2 Demonstrate an understanding of the web media, web techniques and mobile platform, through oral/visual presentations of conceptual project proposals,

- research, creation and submission of project prototypes.
- LO 3 Critique and analyze works of art and visual objects through group discussions and individual meetings.
- LO 4 Develop typography, aesthetics, and compositional skills to construct meaningful imagery and solve communication problems on the web.
- LO 5 Balance design goals against the needs of the prospective user, incorporating both design solutions and up-to-dated web technology.
- LO 6 Explore interactive experiences in context to current digital media technology.
- LO 7 Present a formal delivery of all class content using professional methods and design prototypes in order to practice presentations to future clients.

**Required/Recommended Texts/Readings**

**Required**

- Frank Chimero What Screens Want (<http://www.frankchimero.com/writing/what-screens-want/>)
- W3schools.com – HTML, CSS and JavaScript Tutorials, References and Examples (<https://www.w3schools.com/>)
- Codecademy’s Web Fundamentals (Interactive Online Tutorials) (<https://www.codecademy.com/tracks/web>)

**Recommended**

- The Design of Everyday Things, Don Norman, Basic Books, 2013
- Head First HTML with CSS and XHTML: <http://www.headfirstlabs.com/books/hfhtml/>
- Lynda.com Web Design courses: <http://www.lynda.com/>
- Mark Boulton: Designing for the Web – A Practical Guide to Designing for the Web, Five Simple Steps, 2009. (<http://designingfortheweb.co.uk/>)

Additional reading list will be provided throughout the semester

**Library Resources (liaison)**

The San Jose State University Library supports student access to information with in-person reference at the King Library Reference Desk and specialized support for Design on-line at <http://libguides.sjsu.edu/design> or by appointment with Librarian Teresa Slobuski. She may be contacted at [teresa.slobuski@sjsu.edu](mailto:teresa.slobuski@sjsu.edu) or 808-2318.

**Required Materials**

- Wireless laptop computer
- Your own domain and web hosting service. Eg. [www.yourname.com](http://www.yourname.com)
- Appropriate type fonts
- Always have your working digital files, and research and reference materials
- Reliable data backup
- Wireless network access: <https://sjsuone.sjsu.edu/>
- Digital color printer (capable of 13x19 output if practical)
- Drawing implements and papers as in project description

**Required Software**

- Adobe Creative Suite
- Text Editors for Web Coding: Brackets (<http://brackets.io/>, Free), Dreamweaver or other text editors
- Prototyping tools: InVision App, Adobe XD, Sketch ([bohemiancoding.com](http://bohemiancoding.com), \$50 for students) and other prototyping tools.

- Keynote for Research Presentation
- Quicktime and After Effects for Video making

**Expenses** The estimated cost for the semester course related supplies/materials is \$200 and will vary according to the individual. Students are required to have their own domain (~ \$12 / year) and web hosting service (~ \$5 - \$10 / month) for online portfolio. These services may require upfront annual subscription. Students may be qualified for an educational discount so check with their chosen vendor. These investments should last them through their senior year.

**Assignments** There are three projects in this course: **1) Redesign 2) Build and 3) Mobile App.** Each project includes two or more segmented assignments (e.g. in-class exercise, user research, project proposal, in-progress work, and finished project with presentation) Each assignment will be notified every class, started in class and finished by one week after the class. Written parts should be submitted along with the projects. There is **a research presentation in Petcha Kucha style**, which students need to choose, research and present their own topics.

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus

**Classroom Protocol** This course will have both lectures and labs. Group critiques for assignments, in-progress and finished projects are critical. There will be individual presentations for final project. Few assignments will be finished within class time, but the majority of students' individual project work must occur outside of class. It is expected that there will be minimum 1.5 to 2 hours of homework for each hour of class.

**Please NO** email, text messaging, mobile devices, Facebook-ing, iTunes-playing, YouTube-watching, eating, personal talking during critiques, spray adhesives in the building or other extraneous activities during class. Please turn phones completely off (not just to "vibrate" or "silent") when you enter the classroom. Exceptions can be made if your project somehow incorporates one of the services or devices above. (For example, if you design a mobile application that needs to be tested on your mobile, you will need to access those services during class.)

**Plagiarism** Plagiarism and other violations of SJSU academic policy will result in a failing grade for the course and disciplinary action with the university. No stock photography is allowed in its original state. Just as students would credit original sources of written or visual work, students must cite all sources, such as the website or institution from original data file or the authors of software tools or code incorporated into their own project.

**Attendance** Attendance in this class is obligatory. Unexcused absences, late arrival, or early departure will impact students final grade. One unexcused absence will lower the final grade one step. For example, if the final grade is B+, it will lower to B. Two or more

unexcused absences will result in an unconditional F for the course. Students will be counted as late if they appear in class more than fifteen minutes late. Early departure without prior permission will be regarded to the same to late arrivals. Two such late arrivals / early departures will count as one unexcused absence.

However, if students will be absent for any reasons (e.g. medical issue, family emergency, etc.) they must inform Prof. Han with a reasonable explanation by e-mail at least two days before the class meeting and they must provide a written proof of evidences at the next class. It is expected that students obtain any materials or assignments missed due to absence.

**Data Management** All of students work for this course will be stored in digital form, so it is critical to manage their files carefully. “My hard drive crashed” is not a valid reason for failing to submit work on time.

Students should back up all of their digital files frequently. I recommend either using an online service (e.g., Dropbox, Google Drive, Cloud, backblaze.com or mozy.com) or investing in an external hard drive (RAID-1 mirrored) or automated backup software (like Time Machine).

Do not rely on your laptop, a single hard disk or flash drive for your backups.

**Dropping and Adding** Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic calendar web page located at <http://www.sjsu.edu/academics/>. The Late Drop Policy is available at: <http://www.sjsu.edu/aars/policies/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

**Grading Policy** The grading is based on the projects, assignments, and on the participant’s active participation during the class meetings. All work is evaluated on how well it demonstrates an understanding of the material, its originality, and aesthetic qualities. All assignments must be uploaded to the class website before the beginning of class on its due date. *Late submission for most of the assignments will be accepted until one week after its due date, and students will miss a half points. Late submission for the final project will NOT be accepted.* An unexcused absence or two late arrivals/early departures will lower the participants’ final grade by one unit (i.e. an A+ will become an A). With each additional unexcused absence, the grade will drop an additional unit.

**Grading Scale and Weights** A Successful fulfillment of the project’s communication goals, superlative process documentation, and an original, attractive and cohesive visual aesthetic. Project planning, design, and execution performed at the highest level.

**Standard for letter grades**

A 100% to 94%  
 A- < 94% to 90%  
 B+ < 90% to 87%  
 B < 87% to 84%  
 B- < 84% to 80%  
 C+ < 80% to 77%  
 C < 77% to 74%  
 C- < 74% to 70%  
 D+ < 70% to 67%  
 D < 67% to 64%  
 D- < 64% to 61%  
 F < 61% to 0%

- B Successful fulfillment of the project's communication goals, excellent process documentation, and a cohesive visual aesthetic. Project planning, design, and execution performed at an above average level.
- C Successful fulfillment of the project's communication goals, and adequate process documentation. Project planning, design, and execution performed at an average level.
- D Did not fulfill the project's communication goals, and/or process documentation was absent or inadequate. Project planning, design, and execution performed was below average.
- F Did not fulfill the project's communication goals, and process documentation was inadequate. Does not meet the minimum requirements for the course.

+/- (plus and minus) grades will be used in this course.

Each of this course's three projects consists of multiple exercises and readings, to be assigned in class. Scores earned on all exercises and readings will be rolled up into the final project grade. The total scores are 100 points. A tentative breakdown of project points is like below. (It is subject to change) Detailed descriptions of each project will be distributed in class. The total points earned throughout the semester will be changed to letter grade based on this regular grading scale system.

- 5% Pecha Kucha Presentation
- 5% Build 1
- 20% Redesign
- 25% Build 2
- 25% Mobile App
- 20% Participation

**Extra Credit** Out of general fairness to all students, there will be no opportunities for extra credit assignments given in this class.

**Final Exam Schedule** Students are required to attend the final presentation in the sixteen-week. Any students failing to do so will receive lower grade on the final project. The date and time of the final presentation on the sixteen-week will be decided later.

**Course printing allowance** Students may access the graphic design program's in-house printing facility during the class session's open lab hours, all users must respect the print lab policy's, including wireless printing procedures; the printing allowance includes course-related materials only, 50 Black and White (8.5 x 11) or (11 x 17) and 30 color (8.5 x 11) or (11 x 17) prints.

## University Policies

**Academic Integrity** Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy F15-7 requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. Visit the Student Conduct and Ethical Development website for more information.

**Campus Policy in Compliance with the American Disabilities Act** If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) to establish a record of their disability.

**Student Technology Resources** Computer labs and other resources for student use are available in:

- Associated Students Print & Technology Center at <http://as.sjsu.edu/asptc/index.jsp> on the Student Union (East Wing 2nd floor Suite 2600)
- The Spartan Floor at the King Library at <http://library.sjsu.edu/about/spartan-floor>
- Student Computing Services at <http://library.sjsu.edu/student-computing-services/student-computing-services-center>
- Computers at the Martin Luther King Library for public at large at <https://www.sjpl.org/wireless>
- Additional computer labs may be available in your department/college

A wide variety of audio-visual equipment is available for student checkout from Collaboration & Academic Technology Services located in IRC Building. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

**SJSU Peer Connections** Peer Connections' free tutoring and mentoring is designed to assist students in the development of their full academic potential and to inspire them to become independent learners. Peer Connections tutors are trained to provide content-based tutoring in many lower division courses (some upper division) as well as writing and study skills assistance. Small group and individual tutoring are available. Peer Connections mentors are trained to provide support and resources in navigating the college experience. This support includes assistance in learning strategies and techniques on how to be a successful student. Peer Connections has a learning commons, desktop computers, and success workshops on a wide variety of topics. For more information on services, hours, locations, or a list of current workshops, please visit Peer Connections website at <http://peerconnections.sjsu.edu> for more information.

**SJSU Writing Center** The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one

tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to scan this code.)

**SJSU Counseling and Psychological Services**

The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B. Professional psychologists, social workers, and counselors are available to provide confidential consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit Counseling and Psychological Services website at <http://www.sjsu.edu/counseling>

**Campus Emergency and Other Aid**

Emergency call: Call to the police office at 911 or pick up a Blue light phones. Escort Service: 4-2222. "Individuals with disabilities may contact the Disability Resource center on campus, 924-6000, Administration building 110, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape, and accommodations for physical.

**Course Schedule** The schedule below is tentative. Always check the class website for the current schedule. Also note that each project includes many interim milestones, due dates for which will be announced in class (and posted on the website).

<b>Week 1</b>	<b>Tue 8/21</b>	Introduction, Intro to UX/UI design, Web design, Presentation topics, Introduce Build I
	<b>Thur 8/23</b>	Intro to HTML (Lab)
<b>Week 2</b>	<b>Tue 8/28</b>	User Research, Wireframing, Visual design
	<b>Thur 8/30</b>	HTML (Lab), Work on Presentation
<b>Week 3</b>	<b>Tue 9/4</b>	<b>Due: Petcha Kucha Presentation</b>
	<b>Thur 9/6</b>	HTML, CSS (Lab)   <b>Due: Build I</b>
<b>Week 4</b>	<b>Tue 9/11</b>	Structure, Image, Data, Introduce Redesign
	<b>Thur 9/13</b>	HTML, CSS (Lab)   <b>Due: Redesign (research proposal)</b>
<b>Week 5</b>	<b>Tue 9/18</b>	Style
	<b>Thur 9/20</b>	CSS (Lab)   <b>Due: Redesign (work-in-progress)</b>
<b>Week 6</b>	<b>Tue 9/25</b>	Interactivity, Group Critique
	<b>Thur 9/27</b>	Javascript (Lab)
<b>Week 7</b>	<b>Tue 10/2</b>	Interactivity
	<b>Thur 10/4</b>	Javascript   <b>Due: Redesign (Final)</b>
<b>Week 8</b>	<b>Tue 10/9</b>	Interactivity, Introduce Build II
	<b>Thur 10/11</b>	Prototyping, Invision, Adobe XD (Lab)
<b>Week 9</b>	<b>Tue 10/16</b>	Responsive Design, Introduce Mobile app project
	<b>Thur 10/18</b>	Prototyping, Invision, Adobe XD (Lab), Work-in-progress
<b>Week 10</b>	<b>Tue 10/23</b>	App Design, Work-in-progress
	<b>Thur 10/25</b>	User Testing, Group discussion, Work-in-progress
<b>Week 11</b>	<b>Tue 10/30</b>	App Design, Work-in-progress
	<b>Thur 11/1</b>	<b>Due: Build 2 (Final) + App Design</b>
<b>Week 12</b>	<b>Tue 11/6</b>	Mobile App (proposal), Group Critique
	<b>Thur 11/8</b>	<b>Due: Mobile App (proposal)</b>
<b>Week 13</b>	<b>Tue 11/13</b>	Work In progress, Group Critique
	<b>Thur 11/15</b>	<b>Due: Mobile App (research, work-in-progress)</b>
<b>Week 14</b>	<b>Tue 11/20</b>	Work In progress, Group Critique
	<b>Thur 11/23</b>	<b>Thanksgiving day (NO CLASS)</b>
<b>Week 15</b>	<b>Tue 11/27</b>	<b>Due: Mobile App (user journey, work-in-progress)</b> Work In progress, Individual meetings
	<b>Thur 11/29</b>	Work In progress, Individual meetings
<b>Week 16</b>	<b>Tue 12/4</b>	Work In progress, Individual meetings
	<b>Thur 12/6</b>	Work In progress, Individual meetings
<b>Week 17</b>	<b>Tue 12/11</b>	<b>Final Presentation (Tentative), Due: Mobile App (Final) Delivery of the complete work</b>