Department of Art Syllabus

I.   ART 6804 *Interactive Design,* 3 Credit Hours, Online

This course is fully online. Online instruction is a formal, Internet-based or Internet-supported educational process in which instruction occurs between instructor and learner in an online environment. Online instruction for this course is asynchronous. With asynchronous instruction, the instructors and the students interact, but not at the same time. There usually is a time delay in communication between the instructors and students in asynchronous instruction.

II.   PREREQUISITES
None

III.   TEXTBOOK
None

IV.   COURSE DESCRIPTION
This course is intended to provide a general overview of interactive design methods, philosophies and creation. It provides an experience for the user unique to other modes of design as the product can range from a planned sequence or optional intervals the user can order for themselves.

V.   RATIONALE
In this course, students will visually develop concepts through layout, typography, illustration and reproduction processes at the graduate level and execute in projects at a professional level of achievement. Students will be gaining skills and instruction at the graduate level focusing their own personal abilities through theoretical and practical integration of all the skills, knowledge bases, creative methodologies, and though processes needed for the successful execution of modern graphic design work.

VI.   LEARNING OBJECTIVES AND OUTCOMES
A. Complete pieces required for a professional portfolio as determined by the portfolio list.
B. Produce professional quality work that demonstrates unique creative applications.
C. Demonstrate knowledge of, and employ a variety of presentation techniques to display works.

VII.   COURSE TOPICS

    A. Conceptual and production techniques and principles
    B. Technical skills related to production techniques
    C. Research related to the development of design in graphic production
    D. Product design, creativity, resume development and portfolio development

VIII.   INSTRUCTIONAL METHODS AND ACTIVITIES
    A. Lecture/Presentation/Demonstration
    B. Responses to assigned readings via Moodle
    C. Projects and research
    D. Group discussion and critique

IX.   ASSIGNMENTS
The assignment will consist of various campaigns with one ongoing design commitment throughout the duration of the course. Details and grading criteria for each project will be made available at the start of the semester and modified as necessary for each unit.

X.   EVALUATION
See Department of Art Syllabus Addendum for Grading Scale and Evaluation.

XI.   REFERENCES

Burton, P. W. (1990). *Advertising copywriting.* Lincolnwood, IL: NTC Business Books.

Campbell, A. (1993). *The new graphic's designer's handbook.* Philadelphia, PA: Running Press.

Cullinane, R. (1990). *The complete book of comprehensives.* New York: Van Nostrand Reinhold.

Davis, S. P. (1991). *The graphics artist's guide to marketing and self-promotion.* Cincinnati, OH: North Light Books.

Heller, S. (1987). *Design career: Practical knowledge for beginning illustrators and graphic designers.* New York: Van Nostrand Reinhold.

Keding, A. (1991). *How to produce creative advertising: Proven techniques and computer applications.* Lincolnwood, IL: NTC Business Books.

Labuz, R. (1993). *The computer in graphic design.* New York: Van Nostrand Reinhold.

McLendon, C. B. (1982). *Signage: Graphic communications in the build world.* New York: McGraw-Hill.

Scher, P. (1992). *The graphic design portfolio.* New York: Watson-Guptill.

Swann, A. (1991). *Graphic design school*. New York: Van Nostrand Reinhold.

Stankowski, A. (1967). *Visual presentation of invisible processes.* New York: Hastings House.

Strong, L. V. (1990). *The how to book of advertising: Creating it, preparing it, presenting it.* New York: Fairchild Publications.

Wilde, J. & R. (1991). *Visual literacy: A conceptual approach to graphic problem solving.* New York: Watson-Guptill.

Date revised: June 30, 2017