

ART 3310 002: USER INTERFACE DESIGN

11am-12.15pm, Tuesday and Thursday | January – May, 2020 | Room BAB 303 SRSU
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Office Hours: **MW: 10-10.50am TR: 9-9.25am** and by appointment

Course Introduction

In this class you will learn how a user interacts with a machine and develop optimal ways of presenting information and feedback in the clearest way possible. Emphasis will be on UI design for computer gaming. Please note that this class is a companion class to *CSAT 3360: User Interface Programming*.

Learning Objectives

In this course, you will:

- Learn how to take complex ideas and present them in an easy-to-digest manner via techniques, such as intelligent organization and grouping, smart use of color, clear typefaces, removal of non-essential information, and the use of symbols instead of text (icons).
- Consider how a user interacts with a machine, through text forms, keyboards, touch screens, voice, etc.
- Build suitable feedback responses, indicating a user's input has been accepted.
- Learn how to use Adobe XD to prototype various applications

Grading and Evaluation

You will be graded on exercises, attendance and participation in discussions and critiques, homework projects, and a final project. Details on how a project is graded are included in each project description. No extra-credit projects will be offered, so it is in your interest to submit work by the deadline.

Work submitted **no later** than the beginning of class, the day of the deadline, will be graded. **Any work submitted *one minute past the beginning of class* will be awarded a zero. There are no exceptions to this rule.**

Your final class grade will consist of:

- Projects : 70%
- Attendance and participation: 15%
- Final exam : 15%

Final Examinations

You must turn up to the final examination. If you do not, your overall class grade will drop an entire letter.

Materials and Text

- 4GB (at least) jump/flash drive
- Notebook and pen
- Access to a digital camera

No textbook is required for this course but a flash-drive is essential for saving your work. You are expected to back up your projects to another location, such as at a free service like www.dropbox.com or www.google.com/drive. Not submitting a project because you lost your flash-drive or some other technical difficulty will not be accepted as an excuse and will earn you a zero for that project.

A notebook and pen are required to make notes about Photoshop's various functions.

Tobacco Products

Tobacco products of any kind and e-cigarettes are not permitted in the classroom.

Email

You are expected to check your email account EVERY day. This is the account that is registered at Blackboard, and is usually your Sul Ross email account.

Software Availability

Besides access to the software in BAB 302-303, you can find XD, Photoshop, and Illustrator in FAB 207. The second floor of the SRSU library has copies of Photoshop too.

Provided you have your own computer, a fully-working 7-day trial version of the Adobe Creative can be downloaded from Adobe. Files created on the Mac version of Photoshop will work on a PC, and vice-versa, though some fonts are not installed by default on both operating machines (for instance, Futura is available on Macs but not on PCs).

Rules and expectations

Attendance is **compulsory**. If you must miss a class for a school-related activity, the absence must be discussed (and arrangements made regarding coursework) **prior to the absence**. If you must miss a class for an emergency or illness, please contact me **by email or phone as soon as possible**. Six (6) absences result in you being dropped from the course with a grade of "F" as per Sul Ross State University policy. Five (5) unexcused absences will result in a zero for your attendance and participation grade. Arriving to class **on time** is also essential – **arriving late more than two times will be counted as one absence. Lateness is defined as 15-minutes after the start of class. Leaving before class ends will result in you being marked absent for that day.**

Below is a guide to how much each absence impacts your attendance and participation grade.

• One (1) unexcused absence:	-20%	• Four (4) unexcused absences:	-80%
• Two (2) unexcused absences:	-40%	• Five (5) unexcused absences:	- 100%
• Three (3) unexcused absences:	-60%	• Six (6) unexcused absences:	FAIL

No cell phone usage. No social-networking websites. No instant-messaging. No checking personal emails. Headphones and earbuds are allowable **ONLY** when you are working, but not when the professor or a fellow student is speaking. **Doing any of these, or anything I consider disruptive to the class, will drastically drop your attendance and participation grade. You may be also asked to leave the class and will be marked absent for that day.**

Late work will not be accepted.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in University Rules and Regulations and Student Handbook.

ADA Needs

It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If a student would like to request such accommodations because of a physical, mental, or learning disability, please contact the ADA Coordinator in the Ferguson Hall, room 112 or call (432) 837-8691. Please relate all requests for special accommodations to the instructor by the third class period.

SLOs

1. Students will expressively communicate an original idea or concept visually through an original artwork.
- 3d. Students with a concentration in Digital Art will be able to demonstrate knowledge and familiarity of digital image creation and knowledge of professional practices in digital art.
 - a. Demonstrate the ability to produce a cohesive professional thematic capstone project which is well crafted and has a defined technique or personal style.
 - b. Demonstrate technical mastery of digital skills as they apply to the selected media.
 - c. Ability to produce a professional portfolio that meet current industry standards.
 - d. Ability to work in a timely manner.

COURSE SCHEDULE

Please note that this syllabus is subject to change.

WEEK ONE

DATE	IN CLASS	PRESENTATIONS	NEXT CLASS
Jan 14 (T)	Class introduction and syllabus overview Project #01: User Interface Presentation	<i>01 – Recent UI examples</i>	* Project #01: User Interface Presentation * Final Project – if working with a real-life client, begin gathering material
Jan 16 (R)	<i>Video Presentation: Crafting Destruction: The Evolution of the Dead Space User Interface</i>		* Gather material for your personal page * Be ready to present your client project to the class
Jan 21 (T)	Project #01: Student Presentations Introduction to Adobe XD: Dogtown exercise		
Jan 23 (R)	Work on Dogtown		Dogtown
Jan 28 (T)	DUE TODAY: Dogtown Project #02: Personal identity	<i>02 – History of User Interface Design</i> <i>03 – Grids and Alignment</i>	
Jan 30 (R)	Work on project #02: Personal identity	<i>Present your client information orally to the class</i> <i>04 – Flow Diagrams / Wireframing</i>	Person identity
Feb 4 (T)	DUE TODAY: Personal identity Project #03: Create a client moodboard	<i>Present your client information orally to the class</i> <i>05 – Skeuomorph / Moodboards</i>	Moodboard
Feb 6 (R)	DUE TODAY: Moodboard Project #04: Coffee Shop Color	<i>06 – Color Organization</i> <i>07 – Color Application</i>	
Feb 11 (T)	Work on Project #04: Coffee Shop Color		Coffee Shop color
Feb 13 (R)	DUE TODAY: Coffee Shop Color Project #05: Music App	<i>08 – UI Design Advice pt. i</i>	
Feb 18 (T)	Work on Project #05: Music App	<i>08 – UI Design Advice pt. ii</i>	
Feb 20 (R)	Work on Project #05: Music App		Music App
Feb 25 (T)	DUE TODAY: Music App Project #06: Rock Paper Scissors	<i>09 – Input Methods</i> <i>10 – Typography</i>	
Feb 27 (R)	Work on Project #06: Rock Paper Scissors		
Mar 3 (T)	Work on Project #06: Rock Paper Scissors		

Mar 5 (R)	Work on Project #06: Rock Paper Scissors	<i>11 – Icons / Menus</i>	Rock Paper Scissors
Mar 9 - 13	==== SPRING BREAK ====		
Mar 17 (T)	Due today: Project #06: Rock Paper Scissors Project #07: Icon Design	<i>12 – Buttons</i>	
Mar 19 (R)	Work on Project #07: Icon Design		
Mar 24 (T)	Work on Project #07: Icon Design		Icon design
Mar 26 (R)	Due today: Project #07: Icon Design Project #08: Maps	<i>14 – Maps</i>	
Mar 31 (T)	Work on project #08: Maps	<i>13 – Augmented Realities</i>	
Apr 2 (R)	Work on project #08: Maps		Maps
Apr 7 (T)	Due today: Project #08: Maps Final Project		
Apr 9 (R)	Final Project	<i>15 – Inventories</i>	
Apr 14 (T)	Final Project		
Apr 16 (R)	Final Project		
Apr 21 (T)	Final Project		
Apr 23 (R)	Final Project		
Apr 28 (T)	Final Project. LAST DAY OF CLASSES.		
May 13 (M) 10.15-11.15am	FINAL EXAM Show your final project to the class. Projects are due at 9pm, May 12.		

PROJECT DETAILS

Project #01: Presentation

Visit Creative Review, <https://dribbble.com>, or some other design site and find THREE sites you can show to the class and discuss. Explain why you feel that each example has strong design, what you like about it, and anything else that's relevant. Put your research into a PowerPoint presentation and present to class.

- Create your presentation in PowerPoint
- Your slides must be image heavy, not text heavy
- Please do not just read text on the screen – talk conversationally about each image you have, explaining why it is good design and what you particularly like about it
- Your presentation must consist of a minimum of 9-slides, covering at least three user interface projects.

Grading

This project is pass/fail (0 or 100%).

Due Date

Submit your project no later than the date listed in the calendar.

Project #02: Personal Identity – THIS NEEDS FIVE PAGES

A personal app design that illustrates elements of who you are and what you like.

- Create the following (1-2 sentences created as plain text in PC notepad / MAC notes):
 - INTRODUCTION
 - Who I am
 - Where I was born
 - What my major is and what I want to be
 - FUTURE
 - Where I see myself in 10 years
 - HOBBIES
 - My favorite food and movies
 - My favorite thing(s) to do
 - TRAVEL
 - Areas I've been to
 - Where I want to go
 - _____
 - _____
- Provide plenty of imagery for the all text content you create, e.g. photos of your chosen foods, images from where you were born, etc. You can use imagery from the internet/flickr/etc. or your own photos but you need high resolution photos, and plenty of them.
- Using XD, create a multi-page mobile app with the following pages that all **link** to each other:
 - Intro Page
 - Future Page
 - Hobbies Page
 - Travel Page

○ _____ page

Grading

Grading breakdown:

- Three pages with all the text and photo imagery (50%)
- Aesthetics (25%)
- Effort (25%)

Due Date

Submit your project no later than the beginning of class on the date listed on the calendar.

Project #03: Moodboard

Create a general mood for your client's website/app project by making a Moodboard.

- **IMAGES**
Pinterest, Behance, Google Image Search, flickr, and your own digital camera are great ways to find imagery to convey the kind of mood you want to present to your client. Have at least 20 images showing the kind of imagery, texture, moods you want to sell to your client. Using copyrighted imagery is fine for this project.
- **TEXT**
Typography is another key element of a moodboard. Select 2-3 typefaces that would be suitable. Remember that you want something for titles and another compatible font for the body (the main area of text):
<https://creativemarket.com/blog/10-infographics-on-how-to-mix-fonts-like-a-pro>
- **COLOR**
Use imagery and swatches to show the color themes you want for the project.
- Organize your information well. Even though you will have many elements, align them so that the project isn't too messy.
- You are welcome to use Adobe XD, Illustrator, or craft something by hand.

Grading

Grading breakdown:

- At least two suitable typefaces (20%)
- Minimum of 20 images (40%)
- Four or more color swatches (10%)
- Aesthetics and effort (30%)

Due Date

Submit your project no later than the beginning of class on the date listed on the calendar.

Project #04: Coffee Shop Color – NEEDS TO BE INTERACTIVE. MUST BE MADE IN XD. FIVE PAGES IN TOTAL

Design a single webpage for The Coffee Shop's four seasonal drinks, exploring how color can suggest moods and flavors.

The Coffee Shop

- Spring – Lemon Tea

- Summer – Watermelon Drencher
- Fall – Cinnamon Blast
- Winter – Mint steamer
- Each quarter of your screen should have...
 - A coffee cup (some samples are provided)
 - An appropriate typeface
 - The name of the season and drink flavor
 - Colors that suggest flavor and season
 - Any extra graphics/illustrations you wish to use.

Remember to include the following too

- Logo/identity for The Coffee Shop – you need to create this
- A hamburger icon (doesn't need to be functional)
- An address: 7 Sophie Street, Matildaville, Texas 76543

Grading

Grading breakdown:

- Use of color (40%)
- Layout of text and graphics (40%)
- Effort (20%)

Due Date

Submit your project no later than the beginning of class on the date listed on the calendar.

Project #05: Music App – HAVE SONG/ARTIST ART BUT THAT'S IT FOR IMAGERY

Design a text-only mobile app for a range of radio stations.

TEXT AND INFORMATION FOR PROJECT

Name of App

- Ear-ache music

Stations

- Classical
- Country
- 70s pop
- 80s new wave
- 90s grunge

- Movie Soundtracks

Tracks

- For every station, use the following text (don't waste time coming up with clever text – design is more important):

Song 01. Artist Name. Album xxx xxx
 Song 02. Artist Name. Album xxx xxx
 Song 03. Artist Name. Album xxx xxx
 Song 04. Artist Name. Album xxx xxx
 Song 05. Artist Name. Album xxx xxx
 Song 06. Artist Name. Album xxx xxx
 Song 07. Artist Name. Album xxx xxx
 Song 08. Artist Name. Album xxx xxx

Help Screen

Welcome to Ear-Ache Music! Like and Dislike each song so we can customize your listening experience.

List of screens

Splash screen the user sees when they first load up the app	Home screen with the six radio stations, the Ear-Ache logo somewhere, and a help logo	For every radio screen, have the Tracks text (song 01...), the Ear-Ache logo, and the following controls: home, next track, pause, rewind, like, dislike, help
Help screen as an overlay		

Project Guidance

This design needs to have a consistent layout AND make sure each station identity is unique. You can use simple graphics (but not many), typefaces, color, textstyles, etc.

Make good use of whitespace, allowing your information to breathe.

Find appropriate colors and fonts for each station.

Grading

Grading breakdown:

- Consistent design rules (40%)
- Good use of color, spacing, and typography (40%)
- Include all of the relevant information listed above (20%)

Due Date

Submit your project no later than the beginning of class on the date listed on the calendar.

Project #06: Rock, Paper, Scissors app and web game

Build a digital version of Rock-paper-scissors as a mobile phone app and as web game.

- Make the following six screens:

- **Title** - A title screen that states "Rock! Paper! Scissors!" along with buttons for the following six screens - start, settings, highscore, help, credits, and quit.
 - **Start** - This takes you to a mock-up of the main gameplay screen. Show where the score, pause, and graphics should be.
 - **Settings** - This screen allows you to change the graphics quality, music volume, SFX volume, and restore to defaults setting. Make sure you can exit this screen
 - **Highscore** - Should show the top five or ten players, as well as their scores. Make sure you can exit this screen
 - **Help** - State the basic rules of the game. Make sure you can exit this screen.
 - **Credits** - Lists the programmer(s), artists, sfx artists, musicians, and producer (feel free to use any names you like). Make sure you can exit this screen
- Once you have created the web version, redesign the game to work as a mobile title.

Grading

Grading breakdown:

- Include the pages listed above (50%)
- Organize your information well, and make good use of color and typography (50%)

Due Date

Submit your project no later than the beginning of class on the date listed on the calendar.

Project #07: Icon Design

For this project, design six icons for the following two projects. If you have your own icon project that you would like to work on, please discuss with the professor before proceeding.

ICONS #1 – Art Package

Design the following icons for a digital art package. The software is for a PC or Mac and should be approximately 1920 x 1080 px. Remember to frequently check these designs when shrunk down to ensure they read well.

- Pencil
- Spray can
- Brush
- Eraser
- Color Picker (eye dropper)
- New document

ICONS #2 – Control for a Vehicle

Design the following icons for real life toy vehicle which is controlled via an app on a mobile phone.

- Move (virtual joystick)
- Crane control (up/down/left/right/raise/lower)

- Grab
- Release
- Sirens
- Flashing lights

ICONS #3 – Self-generated icons

Design a minimum of six icons for a project of your own. You MUST discuss this with the professor first.

Grading

Grading breakdown:

- Readability of each icon (70%)
- Aesthetics and effort (30%)

Due Date

Submit your project no later than the beginning of class on the date listed on the calendar.

Project #08: Maps

Create an interactive map showing a number of local attractions.

- Choose five attractions for visitors to either Alpine, Marfa, Fort Davis, or Marathon. Use Illustrator or XD to draw out a limited-color map with street names.
- Represent each attraction with a photo or illustration.
- When you click on an attraction have a translucent or opaque overlay appear with a larger visual representation of the attraction, its name, and some www.Lipsum.com text appear.

Grading

Grading breakdown:

- Ensure your map is clear, and easy to read (60%)
- Interactivity (10%)
- Effort and aesthetics (30%)

Due Date

Submit your project no later than the beginning of class on the date listed on the calendar.

Final Client Project

Having found a real-life client at the start of the semester, prototype their business/idea with a website and a mobile app. Because each client will have different needs, work with the professor to determine your workload for this final project.

Grading

Grading breakdown:

- Good use of whitespace and typography (30%)
- Intelligent use of color (20%)
- Strong photography (20%)
- Effort and creativity (30%)

Due Date

Submit your project no later 9pm, the day before the final exam.