PUCD 2035
Core 1: Interaction, Section B

Program	School of Art, Media, and Technology: Communication Design
CRN	2751
Semester	Fall 2021
Meeting Day	Tuesday
Meeting Time	9:00am - 11:40am
Building/Room/ Zoom	Academic Entrance 63 Fifth Ave Room 502 Zoom: https://newschool.zoom.us/my/nikafisher
Instructor & Email	Nika Simovich Fisher simovicn@newchool.edu
Class Website	cif21.labud.nyc

Course Description

Core 1: Interaction is designed to introduce students to programming as a creative medium—as a way of making and exploring. The coursework focuses on developing a vocabulary of interaction design principles which can then be applied across a range of platforms. Students are encouraged to experiment with various media, tools, and techniques, ultimately producing a portfolio of interactive and visual projects designed for the screen. An emphasis is placed on typography as it applies to a screen context, research-based problem solving and a learning-through-making approach to technical skill building. Historical and current interaction design precedents will be discussed.

You can think of this class as a hands-on workshop where our browser is a canvas. We'll experiment with code, develop formal design principles, and think about how our work fits into the broader context of the internet at large.

Readings

Unit 1
1. Beatrice Warde, *The Crystal Goblet*
2. Matthew Butterick, *Drowning the Crystal Goblet*
3. Jiwon Lee, *What's 'Crystal Goblet' in Korean?*
4. Richard Rutter, *The Elements of Typographic Style Applied to the Web*

Unit 2
5. Hito Steyerl, *In Defense of the Poor Image*
6. Gyorgy Kepes, *Language of Vision (Excerpt)*

7. Ksenya Samarskaya, *Nontsikelelo Mutiti on Interrogating the Euro-centric Design Canon*

Unit 3
8. Chancey Fleet, *Dark Patterns in Accessibility Tech*
9. Kashmir Hill and Aaron Krolik, *At Talkspace, Start-Up Culture Collides With Mental Health Concerns*
10. Kyle Turman, *Pillars of Digital Product Design*

Course Outline

Unit 1   Week 1-4: Working Methods and Web Typography
The first segment of Core Interaction will focus on the tools and concepts required for building interactive experiences. We'll use the languages of the web because they're accessible and immediately open up new modes of communication for designers, but the concepts will be transferable to any screen-based or interactive media.

In weeks 1-4 we will focus on:
- File management (naming, organization, file paths)
- Setting up and starting a new project
- Tools (code editor, inspector, git/github)
- HTML/CSS basic concepts and syntax
- Figma (components, prototyping, grids, canvas sizing)
- Putting a website online (hosting, Github, custom domains)
- Connecting to other web services

Project: Interview

Unit 2   Week 5-10: Digital Canvas
In our second segment, we'll investigate how designing for the digital canvas differs from other media. We will aim to understand the inherent complexities and how to use them to create compelling digital experiences.

In weeks 5 - 10 we will focus on:
- Typography with HTML/CSS
- CSS selectors (cascades, combining, parent/child, pseudo)
- HTML structure (box model, dissecting a web page)
- Layouting (position, float, flexbox, grid)
- Designing for the digital canvas (how big is a browser?)
- Asset creation (video, image optimization, webGL)

Project: Rock Garden

Unit 3   Week 11-15: Designing for Interaction
Thinking about a website as a series of linked pages, we'll take the concepts we used to make individual web pages and apply them to larger systems. We'll explore how our systems can be designed to flex, rather than break, under a wide range of variables while still maintaining the original intent of the design.

In weeks 11-15 we will focus on:
- Multi-page systems
- Programming basic user interactions (:hover, basic JS click, etc.)
- Time-based design (interactive states, storyboarding, prototyping)
- User models (entering and receiving data, user flows, UX patterns, ways of navigating)
- Accessibility
- Metadata (search, social)

Project: How To

Learning Outcomes

By the end of the semester, students will be able to:

1. Use a basic vocabulary of interactive media to both give and respond to critique productively.
2. Create compelling interactive experiences through more care- ful and inspired interpretation/translation of content (i.e. develop great design concepts)
3. Demonstrate an understanding of the iterative making process in interaction design, using incremental methods such as pro- totyping, user research and evaluation to build toward more advanced work.
4. Conceptualize a product, object, or experience for the web and realize it through coding.
5. Evaluate the difference in designing interfaces for different kinds of devices, their limitations and specific user situations including responsive websites and apps for mobile.
6. Evaluate how typography and its variables are applied to inter- active systems to facilitate orientation, support usability and create consistency.
7. Research historic and current design precedents to contextualize your own work.
8. Be able to archive and document work that is printed, on screen or time based in a reflective manner for learning portfolio.
9. Combine your artistic creativity with technology related to the internet.
10. Demonstrate a comprehension of skills, methods, techniques and processes to realize interactive systems, particularly systems for dealing with unpredictable, variable, and ever-changing content.

Assessment Criteria

15%   Attendance & Class Participation
20%   Unit 1 Project: Interview
20%   Unit 2 Project: Rock Garden
25%   Unit 3 Project: How To
10%   Design Journal
10%   In-class Sketches

Attendance, Grading and Work Submission Standards, Program

Policies, Making Resources, and University Policies

All CD classes adhere to the same program and university policies:
https://docs.google.com/document/d/1u358io8doX_SVVMGqIM_oH5V0OIccneYu4Ww-uE55QM/edit?usp=sharing

Ongoing Activities

In-Class Sketches
We'll have a series of quick sketches during class to learn programming concepts. These will be submitted on Canvas.

Design Journal
Throughout the semester, you should be keeping an ongoing design journal. The design journal can be either on DropBox Paper or Google Doc. Each week you'll contribute an example of something you're looking at and are inspired by. Contribute a photo or video of the item and then respond to the following questions:
1. What is the piece of inspiration you're documenting?
2. Where did you encounter it? What was the setting like?
3. Describe the functionality of the object. Who was it designed for? Why was it designed? How does the design compliment its purpose?
4. What do you like about this piece of inspiration? What attracted you to it initially?
5. Does this piece connect to other other topics in art design in this or any of your other classes?

Design journals should be worked on each week. They will be submitted for review twice: once at midterms and once at the end of the semester.

Projects

Interview
For this assignment, we'll work with typography on the internet and familiarize ourselves with basic HTML and CSS. You'll receive a partner for this assignment, that you'll then interview. Evaluate how you'll divide the interview up and how you can utilize typography or graphic components to add interest that supports, not distracts from, the content. Your interview should have at least 10 unique questions.

Once you have your content, you'll design and program a website that houses the interview and introduces your partner to the class. Next, you'll clone the HTML of your website twice so that there are three HTML files that look exactly the same. You'll create two additional versions of the interview that are structurally the same (HTML) but visually different (CSS). All three versions of the interview will be linked together.

Rock Garden
A rock garden is a controlled plot of ground that highlights a curated assortment of rocks, stones, and boulders. Most rock gardens are carefully landscaped and any additional shrubs, trees, and agriculture is

carefully groomed and selected. When a specific type of rock is collected, it becomes a typology – a classification according to general type.

For this project, you'll create your own "rock garden" in the browser. You should move away from the "rock" metaphor, and develop a typology of your own (for example: Google Street View screenshots of beaches; People with pink hair on the street). Your typology can be demonstrated with any media – photo, graphic, writing, videos, or a mix of different types. In addition to a conceptual theme, consider how to visually unify the items in your garden.

Your Rock Garden should have 20 "rocks" in it and can be housed on a single page or multi-page website. When viewing the garden, a narrative should emerge about your typology and draw the user in to what you found interesting about it.

How To
At its best, the internet is a magnificent pool of information and knowledge. Let's contribute to it. For this assignment, think of something you'd like to teach the class to do. It can be small (how to tie a ribbon on a gift) or large (how to get the most out of your education?) but should exercise an editorial point of view.

Think about how you can use a combination of language, imagery, interactivity, and design to instruct someone to do something. The audience is also helpful to consider – how does your tone of voice change based on who the skill is for? Consider how the website might evolve if you were to expand the audience, or specify it even further.

Materials and Supplies

Laptop
Phone
Software: Git/GitHub, Sublime Text, Figma

Schedule

Week	Unit	Class Topics	HW
1 08/31 (Zoom)	**Working Methods and Web Typography**	- Intros - Code of Conduct - Tour of class site	- Contribute 1 entry to your design journal - Document an example of an interview
2 09/07		- What is HTML? - Local programming (Computers, files, and networks) - Examples of interviews - Typographic elements online - Other HTML elements - Sketching out ideas in Figma	- Contribute 1 entry to your design journal - Write 10 questions to ask your partner then conduct your interview. Make sure to have a transcript that you can work with. - Pick one of your question and answer pairs and sketch it out in 10 different ways in Figma
3 09/14		- Typographic elements online 2 - Online Typography development in Non-Western countries - CSS Intro - Organizing code, Creating hierarchy with the HTML - Tools, file management, version control	- Contribute 1 entry to your design journal - 1 version of interview online
4 09/21		- CSS Day 2: Hovering and basic interaction - Connecting external assets to a site - Image Filters - Check in about project	- Contribute 1 entry to your design journal - All 3 versions of your interview online
5 09/28	**Digital Canvas**	- Review Project 1: Interview - Design presentation process - Images ,Video, and Audio Online - Introduce Project 2: Rock Garden	- Contribute 1 entry to your design journal - Brainstorm three ideas for Project: Rock Garden in Figma, prepare to present your ideas in class
6 10/05		- Designing for the digital canvas (how big is a browser?) - Image making techniques	- Contribute 1 entry to your design journal - Design three

			different variations of your Rock Garden in Figma with different image types
7 10/12		- CSS shapes - Positioning - Coding from Life	- Contribute 1 entry to your design journal - Sketch of Project 2: Rock Garden in browser
8 10/19		- Positioning with Flexbox with activity	- Contribute 1 entry to your design journal - Fine tune Project 2: Rock Garden
9 10/26		- Project Check In and work day - CSS Animations	- Contribute 1 entry to your design journal - Finish Project 2: Rock Garden
10 11/02		- Review Project 2: Rock Garden	- Contribute 1 entry to your design journal
11 11/09	**Designing for Interaction**	- Introduction to Accessibility, Screen reader activity - Language and Design - Introduce Project 3: How To	- Contribute 1 entry to your design journal - Develop 3 ideas for Project 3: How To
12 11/16		- User Flows and sitemaps - JavaScript basic interactions	- Contribute 1 entry to your design journal - Sketch out a design for Project 3: How To and pull all necessary content
13 11/23		- JavaScript interactions with time - Work Day	- Contribute 1 entry to your design journal - Work on Project 3
14 11/30		- Work day	- Contribute 1 entry to your design journal - Finish Project 3
15 12/07		- Final review of all projects for the semester - Party!	