EXPANDED COURSE DESCRIPTION

School of the Arts, Media, Performance and Design
Design Department

FA / MDES 5403 3.0 SECTION A
ADVANCED TOPICS IN INTERACTIVITY
FALL 2017 / WINTER 2018

Last Modified Date: 09/26/2017

COURSE CALENDAR DESCRIPTION
An advanced investigation into systems that support human activities via interactive communication and distribution networks. An understanding of these communication/distribution methods working in reciprocal fashion from users to the computer and back, is presented.

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</th>
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</thead>
<tbody>
<tr>
<td>Heise, Nick</td>
<td>Sec. A / PRAC / F</td>
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SPECIAL FEATURES

Senate Committee on Academic Standards, Curriculum & Pedagogy

School of the Arts, Media, Performance and Design

York University / Sheridan College Program in Design

Course: FA/YSDN 4003 3.0 / GS/MDES 5403 – Advanced Topics in Interactivity

Webpage: ysdn4003.com

Term: Fall Term 2017

Prerequisite / Co-requisite: FA/YSDN 3005 or FA/YSDN 3006 or permission of the Department of Design

Course Instructor
List all course instructors at both York and Sheridan. Include listing of teaching assistants, when information is available. If full teaching complement not identified prior to start of term, provide an updated list as in-class handout and/or on course website.

Course Director
Nick Heise
(416) 970-9298
nheise@yorku.ca
Course consultation hours: by appointment
Course Director
James March james.march@sheridancollege.ca
Course consultation hours: by appointment

Time and Location
Section A: Tuesday 16:30 — 20:30 Dahdaleh 4031
Section S: Friday 13:30 — 17:30 J218

Expanded Course Description
An advanced investigation into systems – intuitive and learned – that support human activities via interactive communication and distribution networks. An understanding of these communication/ distribution methods working in reciprocal fashion from users to the computer and back, is presented.

The course will expand upon concepts of user experience design as introduced in Interactivity 3 and Design and Systems: user centred research, information architecture, interactive modelling, prototyping and graphic strategies for user interfaces. The principles and theories of user experience design are embedded in course projects, tutorials, lectures, and readings.

This course will follow a design process of ideation, planning, visualization and implementation.

User centred research methods will be applied for developing a critical approach to interactive design.

Course learning objectives
The purpose of this course is to assist students with developing a conceptual and technical framework for approaching interactive design projects and related theoretical issues.

The specific objectives of this course that students will be able to:

- Actualize functional prototypes of interactive designs
- Prioritize appropriate design research strategies
- Ideate and communicate interactive design concepts in visual, written and oral forms
- Independently research and critically examine interactive objects, environments and services
- Enhance visual design concepts for user interfaces
- Produce communication documents such as diagrams, briefs and wireframes
- Further explore and enhance technical abilities with a variety digital media technologies
- Collaborate with peers to develop collective design knowledge and skills
- Integrate and extend principles and practices across the design field.

Course Text / Readings
There is no required textbook for the course. Instead additional readings may be assigned or recommended during the course.

Evaluation *
There is a single Project that the students work towards, but the final grade for the course will be based on the following items weighted as indicated:

App Audit/Design Brief 10% – Due 9/26, submitted as part of the Project Documentation website
Wireframe Set 10% – Due 10/10, submitted as part of the Project Documentation website
Click Through Screens 5% – Due 10/17, submitted as part of the Project Documentation website
High Fidelity Screens 15% – Due 10/31, submitted as part of the Project Documentation website
Motion Video 20% – Due 11/14, submitted as part of the Project Documentation website
Final Vision 20% – Due 11/28, submitted as part of the Project Documentation website
Project Documentation/Website 10% – Due 11/28
Participation, preparation, attendance 10%
Final course grades may be adjusted to conform to Program or Faculty grades distribution profiles.
Grading, Assignment Submission,
Lateness Penalties and Missed Tests

Grading: The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests * will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.)
(For a full description of York grading system see the York University Undergraduate Calendar - http://calendars.students.yorku.ca/2017-2018/design

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the AMPD section of the Undergraduate Calendar: http://calendars.students.yorku.ca/2017-2018/design

<table>
<thead>
<tr>
<th>Grade</th>
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<th>Percent Range</th>
<th>Description</th>
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<tbody>
<tr>
<td>A+</td>
<td>9</td>
<td>90 – 100%</td>
<td>RARE AND EXCEPTIONAL WORK&lt;br&gt;Thorough knowledge of concepts and techniques and exceptional skill and/or great originality in the use of those concepts /techniques in satisfying the requirements of an assignment/course.</td>
</tr>
<tr>
<td>A</td>
<td>8</td>
<td>80 – 89%</td>
<td>EXCELLENT WORK&lt;br&gt;Thorough knowledge of concepts and techniques together with a high degree of skill and /or some elements of originality.</td>
</tr>
<tr>
<td>B+</td>
<td>7</td>
<td>75 – 79%</td>
<td>VERY GOOD WORK&lt;br&gt;Thorough knowledge of concepts and techniques together with a fairly high degree of skill in the use of those concepts /techniques.</td>
</tr>
<tr>
<td>B</td>
<td>6</td>
<td>70 – 74%</td>
<td>GOOD WORK&lt;br&gt;Good level of knowledge of concepts and techniques together with considerable skill.</td>
</tr>
<tr>
<td>C+</td>
<td>5</td>
<td>65 – 69%</td>
<td>COMPETENT WORK&lt;br&gt;Acceptable level of knowledge of concepts and techniques together with considerable skill representing the student’s competence to continue and the department’s wish to have the student continue.</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>60 – 64%</td>
<td>FAIRLY COMPETENT WORK&lt;br&gt;Acceptable level of knowledge of concepts and techniques together with some skill.</td>
</tr>
<tr>
<td>D+</td>
<td>3</td>
<td>55 – 59%</td>
<td>PASSING WORK&lt;br&gt;Slightly better than minimal knowledge of required concepts and techniques together with limited skill.</td>
</tr>
<tr>
<td>D</td>
<td>2</td>
<td>50 – 54%</td>
<td>POOR WORK&lt;br&gt;Representing a lack of effort or minimum knowledge of concepts and techniques, despite completion of required exercises.</td>
</tr>
<tr>
<td>E</td>
<td>1</td>
<td>31 – 49%</td>
<td>VERY POOR WORK</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>0 – 30%</td>
<td>INADEQUATE WORK</td>
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All courses taken at York and Sheridan, including failures, are included in grade point average calculations. To calculate your Grade Point Average please visit: http://www.yorku.ca/finearts/sas/gpa.htm
Assignment Submission: Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in class on the appropriate date.

Lateness Penalty: Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

Missed Tests: Students with a documented reason for missing a course project deadline or a test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the Faculty.

Attendance and Lateness: Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be taken at the beginning of each class. Students are responsible for letting faculty know ahead of time if they are going to be late for class or not attending.

Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

ADDITIONAL INFORMATION

Proper Use of Facilities: Use of the YSDN facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

IMPORTANT COURSE INFORMATION FOR STUDENTS

All students are expected to familiarize themselves with the following information:

Academic Honesty & Integrity
YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty http://www.yorku.ca/univsec/policies/document.php?document=69.

There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website: http://www.yorku.ca/academicintegrity

Occupational Health & Safety
Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://ergo.info.yorku.ca/
Accessibility/Disability Services

Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at both institutions.

Students in need of these services are asked to register at both York and Sheridan as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with these services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

At York University:
Additional information is available at www.yorku.ca/cds or by contacting the offices of the disability service providers:
Physical, Sensory and Medical Disability Services - N108 Ross Building, 416-736-5140, www.yorku.ca/cds/psmds


At Sheridan College:
Accessible Learning Services is located in Room B104, Trafalgar Campus. 905-845-9430 x2530
www.sheridancollege.ca/life-at-sheridan/student-services/accessible-learning-services.aspx
Counselling Services
www.sheridancollege.ca/life-at-sheridan/student-services/counselling-services.aspx
Health Services

Ethics Review Process
YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation
York and Sheridan are committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a
lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course Director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from at York, Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf . Further information on religious observance is available at https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs .

Student Conduct

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/or harassing behaviour by students in academic situations is available on the York website http://www.yorku.ca/univsec/policies/document.php?document=82 .

Entering external design award shows and competitions

In an effort to encourage more students to enter external award shows and competitions, the York/Sheridan Program in Design will reimburse the entry fee for winning entries at outside award shows and competitions, up to $35 (CAD) per piece entered.

To take advantage of this, students must:

• Enter the competition, pay entry fees and postage and arrange for delivery;
• Provide written proof that they have received an award/prize, and
• Provide the original receipts for the entry fee in Canadian Dollars. (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in Canadian Dollars).

NOTE: Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (bbatke@yorku.ca) for reimbursement after you receive the award.

Many courses utilize Moodle, York University's course website system. If your course is using Moodle, click here to access it.
Moodle @ York University