

Web & Mobile Design

DMA 331, Fall 2022

Digital Media: Interactive Design and Media

Duquesne University

Thursdays 6:00 pm - 8:40 pm

College Hall - McAnulty & Grad 205

Rehan Butt

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Course website: <https://f22.dma331.rehanbutt.com>

Course Slack: <https://web--mobile-design.slack.com>

Office Hours: By appointment

Course Description

Students use principles of visual and interaction design to create high-fidelity web and mobile application prototypes. The course covers wireframing, layout, typography, responsive media and design, animation, mobile-first design, frameworks. Students practice skills and principles needed to create front-end web and application designs.

Course Objectives

After completing this course, you should be able to:

- Critically evaluate design considerations of digital products
- Acquire additional skills & techniques in digital design
- Apply high-fidelity design concepts to other projects
- Understand industry processes for design and development
- And add a couple projects to your portfolio

Course Requirements

Reading Assignments. Reading assignments will be listed on the course schedule and should be completed before class, as indicated. Reading assignments cover the conceptual aspects of the course. It is very important for you to keep up with the readings so that you obtain a conceptual understanding of topics, which may or may not be covered during class time.

Class Format and Participation. The course will be a mixture of demonstration, discussion, and hands-on experiences. You will share the results of your efforts with the class through

project demonstrations and presentations. Topics from the assigned readings will also be discussed in class and you should actively participate in class discussions.

Assignments. Assignments are due throughout the semester as shown on the tentative course schedule. The assignments represent a significant portion of your course grade. They are intended to help you learn a variety of design principles and concepts.

Assignment Submission. Many if not all of the assignments will be submitted digitally. Your assignments should all include identifiable information such as your name for appropriate evaluation.

Data Storage. Practice good data storage and backup practices. Errors, computer viruses, or accidental erasures can destroy your files. No special considerations will be given if your files are lost, please take every precaution to protect your work.

Due Dates. Many assignments are due at the end of the day of the class period as indicated on the tentative course schedule. Assignments may be turned in up to three class periods beyond the due date, after which time they will not be accepted. Assignments turned in past the due date will receive a 10% per class period penalty up to a maximum of 30%.

Quizzes. Short activities and quizzes may be given during class throughout the semester. In class quizzes cannot be made up and they must be taken during the assigned class period. Some activities may also be in the form of a written assignment as homework.

Evaluation and Grading Policy

Your performance in the course is measured by the points you accumulate on all activities (in-class and out-of-class):

Activities	Points
Assignments (approx. 6) (60 points each)	360
Quizzes/Design challenges (approx. 5) (18 points each)	90
Midterm project	200
Final project	250

Participation	100
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Grading scale is A = 90 - 100%, B = 80 - 89%, C = 70 - 79%, D = 60 - 69%.

Course Policies

Attendance. Students should demonstrate professional behavior by attending class and actively participating in class activities.

I-Grade policy. Students must complete 80% of the coursework to warrant a grade of incomplete ("I"). The McAnulty College policy states that "I" grades must be removed by the date specified in the Duquesne Calendar.

Academic integrity. Students are expected to adhere to the University's rules and regulations on academic integrity. Students are responsible for reading the University's academic integrity policy.

<https://www.duq.edu/academics/university-catalogs/2021-2022-graduate/academic-policies/academic-integrity>

E-mail & Slack. Students and instructor will often communicate electronically. Some assignment instructions may be given using the course Slack or email. Students should check both regularly.

Students with disabilities. Students with a documented disability may obtain appropriate academic support through the Office of Disability Services. Please notify the professor and contact the Office of Disability Services for additional information.

Emergency preparedness plan. Emergency procedures are posted in classrooms. Students and faculty are responsible for acquainting themselves with emergency procedures so that they are prepared if an emergency occurs.

Class Schedule

(<https://www.duq.edu/academics/academic-calendar/fall-2022>)

Week	Date	Topic	Assignment Due
1	Aug 25	What is Design?	
2	Sept 1	The Design Process	
3	Sept 8	Responsive Design	UX Audit
4	Sept 15	Design Systems	
5	Sept 22	Hi-Fi & Detailing	Responsify!
6	Sept 29	Theory & Execution	
7	Oct 6	The Role of Storytelling	Responsify! Part 2
8	Oct 13 (Midterm Exam Week)	No Class	
9	Oct 20	Guest Lecture + Design Crit	
10	Oct 27	Prototyping & Interactions	Midterm Project Due
11	Nov 3	Content Design	Motion & Movement
12	Nov 10	Design + Dev Collaboration	
13	Nov 17	Guest Lecture + Design Crit	
14	Nov 24 (Thanksgiving)	No Class	
15	Dec 1	Guest Lecture + Design Crit	TBD
16	Dec 8 (Final Exam Weeks)	No Class	Final Project Due