

Professor Information:

Nathan Allan Lambert
VisCom Adjunct Professor
210-557-4997
nal02a@acu.edu

Office Hours:

Monday & Tuesday
By Appointment Only
(Email me)

Response Time:

Communication from students will be responded to within 24 hours during the work week. Weekend communication will be handled the next business day unless noted by the instructor.

Common Drive:

All courses have a folder on the common drive. A copy of all final digital assignment work from undergraduate courses should be placed in the specific course folder.

All assignments that are not digital, i.e. packaging, need to be photographed and filed as well.

Access the common drive:
viscomuser
viscom1910

Design Communications III (Web Design)

"Don't make me think"

- STEVE KRUG, *Don't Make Me Think: A Common Sense Approach to Web Usability*

Course Description:

This course will build upon a foundational knowledge of static design, challenging students to think conceptually in order to both visualize and create functioning rich experiences in an interactive medium. A focus on creating user experiences across various mediums will guide student learning regarding interactivity and usability, sharpening their design skills. Through projects and assignments students will explore design aesthetics, visual hierarchy, interactive navigation concepts, and prototyping in preparation for a career in our ever-evolving online world.

Course Structure:

This course is a combination of in-class lecture and critique time, with an expectation of work to be done both in and out of class sessions. Students will be expected to read articles on the web, watch and or create videos, contribute to class discussion, write descriptively, and progress will be critiqued consistently throughout the timeline of each project.

Student Learning Objectives:

Upon successful completion of this course, students will be able to:

- Define current web trends & techniques
- Demonstrate principles of responsive web design
- Display proficiency in brand research & awareness of their online presence
- Create moodboards exploring visual design directions
- Critique and produce website information architecture
- Formulate conceptually-driven interactive design explorations
- Generate prototype assets and working prototypes of design solutions
- Display understanding of online image resolution as well as image optimization
- Recall basic knowledge of online color limitations
- Show knowledge of online typographic opportunities and limitations

Material Requirements:

- Sketchbook
- Pencil
- USB/hard drive (at least 500 Mb)
- Folder (1")

What to bring to class:

- An open mind
- A willingness to explore both visually, and conceptually
- A willingness to participate and, by doing so, enrich the experience for yourself and others

Absence Policy:

- FIRST ABSENCE: Admin will email the student and copy the instructor and Lee
- SECOND ABSENCE: Admin will email Lee and copy the instructor and the student. Lee will contact the student.
- THIRD ABSENCE: Lee emails the student that they have failed the course, the instructor and Aerielle are copied.
- Two tardies equals one absence optional attendance notes:
- A tardy of 60 minutes equals one absence.
- If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.
- If a student does not show up for the final they automatically fail the class.
- The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester.
- No eating in the classrooms. Please direct students to the gallery or 3rd floor space.

Student Conduct:

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See current Student Guidebook).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: Netiquette <http://www.albion.com/netiquette/corerules.html>

Grading Guidelines:

Grades will be assigned according to the following scale:

- A (90% - 100%)** - work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique
- B (80% - 89%)** - work above the general class level, participation in classroom discussion and critique
- C (70% - 79%)** - average work, minimal requirements met
- D (60% - 69%)** - work below class average, lack of participation and/or poor attendance
- F (below 60%)** - inferior work, work not turned in, failure to attend class

In addition to project, quiz and test grades, students final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the percentages to the right. ▶

80% Projects & Assignment
20% Participation & Attendance

100% Total

The Department of Art reserves the right to discontinue enrollment of art major students at any time if satisfactory academic progress is not being made. Students who have accumulated three unsatisfactory grades (D or F) in studio art or visual communication courses taken for college credit at Texas A&M University-Commerce or elsewhere will not be permitted to continue, be readmitted, or graduate with a major in studio art or visual communication. Courses in which a grade below the minimum is received may only be repeated once.

Scholastic Dishonesty:

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
- Academic dishonesty could result in expulsion from the University

Building Security:

An armed University security guard will be on site for floors 2-4.

Hours: 2:00pm-11:00pm

ADA Statement Student with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: Rebecca.Tuerk@tamuc.edu

Website: Office of Student Disability Resources and Services

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice:

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

TEXAS SENATE BILL - 11

(Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Handbook & Safety

All students enrolled in face-to-face art courses are required to comply with the procedures and policies of the Department of Art's *Health and Safety Guidelines*. The Guidelines cover activities in all A&M-Commerce art facilities on both the main campus and off-campus sites. Please report any safety issues immediately to your instructor(s), facilities technician, health and safety guidelines outlined, studio or lab assistant, or Brian Weaver, the department's Health and Safety Liaison. At the beginning of each semester in every course, the instructor will discuss with their students the inherent risks associated with art facilities and make sure they have read and completed the online *Health and Safety Guidelines form*.

Department of Art, *Health and Safety Guidelines* <http://sites.tamuc.edu/art/resources/healthandsafety/>

Health and Safety Form (to be signed online by all students) <https://dms.tamuc.edu/Forms/ArtLabPolicy>

*This must be completed on-campus while using the University wifi or ethernet connections.