

S Y L L A B U S

CT412 Immersive-Publication Design

SECTION 65A | TUESDAY 6:30-9:20pm, MARVIN FELDMAN CENTER 511 | FALL 2015

PRE-REQ: CT371 Intro to Kinetic Typography or instructor's approval | 2 credits, 1 lecture hour, 2 studio hours

PROFESSOR:

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Office hours: Monday 3pm–5pm, Wednesday 2pm–3pm, Thursday 2pm–3pm

COURSE DESCRIPTION:

Digital publication is one of the fastest growing areas in design with many new possibilities related to app design and website design. This digital design course introduces all the fundamental design principles and skills in order to create an immersive experience. Students will create content through various research methods and learn how to create an engaging reading experience with Adobe Experience Manager (AEM) for both tablets and mobile phones. Students will study theories, concepts, principles, and techniques of revealing content to a viewer, starting from pacing, composition, comfort of reading, and chunking information, to incorporating user experience and merging rich media content with textural content.

STUDENT LEARNING OUTCOMES:

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

1. develop creative workflow for digital publication design
2. differentiate between unique design principles and approaches for print publication and immersive publication
3. conceptualize and produce immersive editorial content and projects
4. apply fundamental typography principles
5. expand and apply motion design skills
6. expand and apply HTML and CSS knowledge
7. expand and apply the core concept of interactive design

PROJECT:

Project 1: Immersive NYC

EVALUATION:

10% Research + planning + participation
10% Project proposal presentation
20% Midterm presentation
20% Visual design + multimedia assets
40% Final project + presentation

10% Class participation and professionalism

REQUIRED READING:

Due to the ever-changing nature of Digital Design, web resources will be assigned as required reading for this course.

Class website: <http://www.christieshin.com/>

UNIT/AREA OF STUDY:

UNIT 1 – PLANNING, RESEARCH, AND CONTENT DEVELOPMENT

Week 1-4 (4 lecture/8 studio hours)

Project 1: Immersive NYC

Brief:

The project is to create an immersive digital publication, and the suggested subject is a specific interest in a New York City neighborhood. The content of this publication could be a personal interest in a place, an event, or an organization related to the neighborhood. Through research, interviews, and discussions, students will define their own project content and create a multimedia-enhanced, digital publication for tablet devices.

This highly interactive digital publication will create an engaging immersive reading experience and provide a flexible approach to design and content.

Students are required to research their own subject and develop/edit the content as needed for their own publication.

Process:

Planning/Research – Content Development – Design Development – Execution – Publishing.

Asset Components and Measurable Outputs:

1. Research: process book, publication content, and project proposal
2. Textual elements: research, journal/essay, interview with local residents and/or visitors
3. Visual elements: photo essay, photos from interviews, motion graphics, icons, maps, infographics
4. Documentary elements: interviews, other documentary recordings
5. Interactive multimedia elements: interviews, neighborhood map, infographics about a neighborhood or its relevant statistics
6. DPS features: multistate objects, slideshows, videos, pan and zoom, scrollable frame, navigation links, live web content, hyperlinks, content pop-up, and HTML articles

Duration of the project:

14 weeks

UNIT 2 – DESIGN DEVELOPMENT AND INTERACTIVE & MULTIMEDIA IMPLEMENTATION

Week 5-11 (6 lecture/12 studio hours)

UNIT 3 – PROJECT EXECUTION AND PUBLISHING

Week 12-15 (4 lecture/8 studio hours)

COURSE CALENDAR:

WEEK 1: INTRODUCTION, PLANNING, RESEARCH, AND CONTENT DEVELOPMENT

1. Introduction of class, syllabus, projects

2. Lecture

- Introduction to Project 1
- The new wave in publication
- Introduction of the digital publication industry
- Editorial design principles in the content centric apps for tablet devices

3. In-class workshop

Initial project definition: Students will start their project planning which includes drafting the chapter structure of the publication, defining the appropriate research methods, gathering design materials, and developing the content of the publication.

4. Next week

Project proposal presentation (20 slides/5 min)

What should students include in their presentations? The subject chosen, research findings, design direction, and content for the publication.

Publish it online in InDesign and have a link sent to me by Monday.

WEEK 2: PLANNING AND STRUCTURING DIGITAL PUBLICATION

1. Presentation/Discussion

2. Lecture

- What is Digital Publishing Solution?
- The professional workflow of digital publication design
- Analyze the table of contents and define the basic structure of the publication
- Plan all required elements for the publication

3. In-class workshop

- Working on the prototype (bring all the textual content in word document)
- Continue to revise the content
- Complete table of contents

WEEK 3: CONTENT DEVELOPMENT

1. Lecture

- What is editorial design?
- Inside the publication: The role of typography
- Creating layouts: Principal components of a layout

2. DPS topics

- Creating folio
- Importing articles

- Viewing on Adobe Content Viewer

3. In-class workshop

Final content and elements review in a folio overview in the layout view

WEEK 4: DESIGN DEVELOPMENT (USER INTERFACE DESIGN)

1. Lecture

- Essential design skills 1: Digital page design
- Hierarchy of the content: establishing reading flows
- UI/UX design fundamentals
- Visual communication

2. DPS topics

- Article
- Edge animation
- Image sequence

3. In-class workshop

- UI/UX development (Testing on the iPad)
- Visual style developments

WEEK 5: DESIGN DEVELOPMENT

1. Lecture

- Essential design skills 2: Navigation
- UI/UX logical analysis (Reading experience, etc.)

2. DPS topics:

- Google map
- Links
- Buttons & Hyprelinks
- Social Media
- Email

3. In-class workshop

- Media content planning and preparations
- Interactive element preparations

WEEK 6: DESIGN DEVELOPMENT (MEDIA CONTENT PREPARATION)

1. Lecture

- Infographics and visual assets
- Organize rich media assets
- Conceptualize interactive elements (design)
- Developing visual design elements with interactivity

2. DPS topics

- Smooth scrolling articles
- Multistate object

3. In-class workshop

- Media content preparations
- Interactive element preparations

WEEK 7: MIDTERM PRESENTATION

Final page layouts and separated InDesign files by articles are required.

Each student will present the completed visual design and content structure of their publication. For the interactive and multimedia elements, placeholders and/or simple prototypes should be used to explain the overall design concept.

WEEK 8: INTERACTIVE & MULTIMEDIA IMPLEMENTATION

1. DPS topics

- Snap pages
- Scroll text
- Pop-up
- Tab system

2. In-class workshop

- Set up basic navigation with buttons and links
- Media & interactive content developments 1

WEEK 9: INTERACTIVE & MULTIMEDIA IMPLEMENTATION

1. DPS topics

- Pull-out
- Links
- Slideshow
- Pan & Zoom
- Video

2. In-class workshop

- Media & interactive content developments 2

WEEK 10: INTERACTIVE & MULTIMEDIA IMPLEMENTATION

1. DPS topics

- Implementing live/interactive web content with HTML/CSS
- HTML Articles
- HTML – accordion (Muse)

2. In-class workshop

- Media & interactive content developments 3

WEEK 11: INTERACTIVE & MULTIMEDIA IMPLEMENTATION

1. Lecture
 - Digital Publishing Solution 2015
2. In-class workshop
 - Media & interactive content developments 4

WEEK 12: INTERACTIVE & MULTIMEDIA IMPLEMENTATION

1. Lecture
 - Fixed-Layout EPUB
2. In-class workshop
 - Complete all content and design elements

WEEK 13: TROUBLE SHOOTING & PUBLISHING

1. In-class workshop
 - Testing and debugging using iPad
 - Prepare and package final folio for Adobe server

WEEK 14: TROUBLE SHOOTING & PUBLISHING

1. In-class workshop
 - Final touch: folio producer, folio properties, article properties, etc.
 - Create a content-centric App and share

WEEK 15: PRODUCT 1 DUE. PRESENTATION AND CRITIQUE

BIBLIOGRAPHY:

Lupton, E., *Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students (Design Briefs)*, Princeton Architectural Press, 2014, Print

Pannafino, J., *Interdisciplinary Interaction Design*, Assiduous Publishing, 2012, Print

Saltz, I., *Typography Essentials: 100 Design Principles for working with type*, Rockport Publishers, 2011, Print