

**The Art Institute of Pittsburgh**  
**Course Syllabus**  
**IMD121 - Information Design**

**Prerequisite:** None  
**Length:** 11 Weeks  
**Hours:** 44 Hours  
**Credit Value:** 3 Credits  
**Quarter/Year:** Winter, 2009  
**Section:** A  
**Meeting** Monday  
**Time/Day:** 6:00 – 9:35 PM  
**Room:** 715

**Instructor Information:**

William J. Moner  
AIP Room 636  
(412) 291-6200 x7135  
[wjmoner@aii.edu](mailto:wjmoner@aii.edu)

**Office Hours:**

Thursday, 10 AM – Noon or by  
appointment

**Required Textbook:**

**(IA)**

**Information Architecture for the  
World Wide Web, 3rd Edition**  
Peter Morville; Louis Rosenfeld  
Publisher: O'Reilly Media, Inc.  
Pub Date: November 27, 2006  
Print ISBN-10: 0-596-52734-9  
Print ISBN-13: 978-0-596-52734-1

**Course Description:**

A study of the process of solving instructional problems by systematic analysis of the conditions of learning through information. This course covers how to draw upon theory and knowledge from psychology, communications, and technology to develop skills.

**Estimate Homework Hours:** 2-4 hours/week average

**Resources:**

<http://www.williamjmedia.com>  
Faculty Drive: BMONER  
ProQuest: <http://proquest.safaribooksonline.com>

**Materials Needed:**

- Portable storage (External Hard Drive, USB Keychain Drive, or other removable media)
- Note-taking materials, pen/pencil
- Computer with Internet access

**Recommended/Referenced Textbooks:**

**(UP)**

**The User Is Always Right: A Practical Guide to Creating and Using  
Personas for the Web**  
Steve Mulder; Ziv Yaar  
Publisher: New Riders  
Pub Date: August 21, 2006  
Print ISBN-10: 0-321-43453-6  
Print ISBN-13: 978-0-321-43453-1

**(DD)**

**Communicating Design:  
Developing Web Site Documentation for Design and Planning**  
Daniel M. Brown  
Publisher: New Riders  
Pub Date: September 06, 2006  
Print ISBN-10: 0-321-39235-3  
Print ISBN-13: 978-0-321-39235-0

**(WU)**

**Don't Make Me Think!: A Common Sense Approach to Web  
Usability, Second Edition**  
Steve Krug  
Publisher: New Riders  
Pub Date: August 18, 2005  
Print ISBN-10: 0-321-34475-8  
Print ISBN-13: 978-0-321-34475-5

**Course Competencies:**

Upon successful completion of this course, the student should be able to:

1. Compare the instructional design approach with the traditional approach to the design of information delivery
2. Appreciate the activities and outputs of the information design process.
3. Perform needs assessment and content analysis processes.
4. Use flowcharts with standard symbols.
5. Write statements of outcome and analysis for multimedia
6. Understand human & computer interfaces for multimedia application.

**Students with Disabilities:**

It is a policy of The Art Institute of Pittsburgh to not discriminate against qualified students with documented disabilities in its educational programs. If you have a disability-related need for modifications in this class, contact your instructor and a school counselor (located in the Student Services Office, 1<sup>st</sup> floor). Instructors should be notified during the first week of classes. You may refer to the Nondiscrimination Policy on the Enrollment Agreement Form for the complete AIP policy.

**Attendance Policy:**

The student who accumulates five (5) hours of absenteeism in a class during an academic quarter may be placed on Academic Probation. A student who accumulates ten (10) hours of absenteeism in a course will receive an F for that course.

**Student Conduct Policy:**

The Art Institute of Pittsburgh expects its students and employees to conduct themselves in a professional manner at all times. In addition, the Art Institute has a strict policy, which disallows sexual harassment of either students or employees. All students or employees are encouraged to report any professional or sexual misconduct to the Vice President/Director of Student Services.

**Grading Scale:**

A	100 to 92
A-	91.9 to 90
B+	89.9 to 88
B	87.9 to 82
B-	81.9 to 80
C+	79.9 to 78
C	77.9 to 72
C-	71.9 to 70
D+	69.9 to 67
D	66.9 to 60
F	59.9 and below.

**Method of Assessment:**

Assignments	20%
Exams	30%
Final Project	40%
Attendance	10%

**All items on the syllabus are subject to change at the discretion of the instructor.**

## IMD121 Weekly Course Outline

Week	Topic	Reading Due	Homework/Quiz/Exam Due
1	Introduction to Course; Information Design Primer; Reviewing Web Site Informational Needs	-	-
2	<b>No Classes – Martin Luther King Day</b>	-	-
3	Organizing and Labeling Information; Interactive Environments	IA Foreword, IA Ch. 1 - 4	Assignment 1 Due
4	Navigation and Search; Metadata and Vocabularies	IA Ch. 5 - 8	Assignment 2 Due
5	<b>Midterm Exam;</b> Research and Strategy	Review previous reading assignments	<b>Midterm Exam</b>
6	Design and Documentation	IA Ch. 9 - 12	Assignment 3 Due
7	Developing your Information Architecture	IA Ch. 13 - 16	Assignment 4 Due
8	Information Architecture in Practice	Review previous reading assignments	<b>Final Exam</b>
9	Preparing Information Architecture Documentation; Workshop	As assigned	<b>Project Rough Draft</b>
10	<b>Final Presentations (A)</b>	-	<b>Final Project Presentation and Documentation Packet Due (A)</b>
11	<b>Final Presentations (B)</b>	-	<b>Final Project Presentation and Documentation Packet Due (B)</b>

## Classroom Policies

### Attendance and Participation:

1. Participation is required and factors into your grade
2. The AIP attendance policy will be strictly enforced.
  - a. Five hours of missed class time equals **attendance probation**. You will be notified of your attendance status.
  - b. **Ten hours of missed class time** will result in an **automatic failing grade for the course**.

### Communication Skills:

1. Email:
  - a. Email is to be used as the **first** line of contact between you and me.
  - b. When emailing, use the **subject line** in your email to indicate your name, the course code, and the day/time your class meets. (e.g. John Wayne, ABC123 (course code), Monday 12:45 PM)
2. Voice Mail:
  - a. When leaving a voice mail, speak clearly
  - b. Indicate your name, the course name/code, and the time/day your class meets.
  - c. Leave a number where you can be reached

### Classroom Conduct:

All students are expected to conduct themselves in a professional manner. Be respectful of the technology and the people around you.

**(conduct continued...)**

1. Food and drink
  - a. No food or drink is permitted in the computer labs
  - b. Please clean up after yourselves if you see any garbage in your workstation area
2. During lectures/discussions
  - a. **Do not use** technology for non-course related activities. Use of **any** technology is reserved for coursework only. Technology permissions will be revoked if you are found to be violating this rule.
3. During work sessions
  - a. If you are using audio, use headphones at a low volume
  - b. Do not disrupt your classmates with your work or your leisure activities
4. At all times
  - a. **No cell phone usage in the classroom.** Please excuse yourself from the room.
  - b. **Cell phones and pages must remain in silent or vibrate mode** for the duration of class

**Late Work Policy**

All work is due on the due date for the assignment regardless of a student's absence or tardiness.

1. On-time work is worth a maximum of 100% of the available points
2. Work submitted late **within the calendar day** but after the designated collection time will be worth a maximum of 90% of the points available
3. Work submitted after the due date but **within one week of the class meeting time** will be worth a maximum of 75% of the points available

**Plagiarism:**

Plagiarism of any kind will result in an automatic failure for the class and is subject to disciplinary action at the discretion of the instructor.

Plagiarism is a serious crime. According to the Merriam-Webster Online Dictionary, to plagiarize means:

1. to steal and pass off (the ideas or words of another) as one's own.
2. to use (another's production) without crediting the source.
3. to commit literary theft.
4. to present as new and original an idea or product derived from an existing source.

The burden of proof is on the student, not the instructor, and students may be asked to prove the originality of any work submitted. The AIP Student Handbook includes specific consequences regarding violation of the Student Conduct Policy and may include:

1. assignment failure
2. class failure
3. expulsion

**Cheating:**

Cheating will not be tolerated. **All instances of cheating are subject to further disciplinary action** as governed by the student code of conduct. Cheating compromises not only the current course; it could have long-term ramifications on your student record and could result in suspension or expulsion.

1. Any communication during a quiz or exam will be considered cheating and will result in a 0% grade for **all parties involved in the communication.**
2. If you are found to be cheating on any course work, you will receive a 0% for that assignment

<b>General Grading Rubric (Applies to assignments and class participation)</b>					
	A (Excellent)	B (Strong)	C (Fair)	D (Poor)	F (None)
Software	Excellent usage of software as it relates to course material	Strong usage of software as it relates to course material	Fair usage of software as it relates to course material	Poor usage of software as it relates to course material	Software not used or used improperly
Concept Development	Excellent concept development	Strong concept development with notable exceptions	Fair concept development with room for considerable improvement	Poor concept development	No concept development
Design Skills	Excellent design skills	Strong design skills with some areas of improvement required	Fair design skills; area requires attention	Poor design skills; remedial action required	No design skills
Application of Course Materials	Excellent application of materials learned in the course	Strong understanding and application of materials with notable exceptions	Fair understanding with a need for review	Poor understanding and application of materials; remedial action required	No materials applied
Presentation of Materials	Excellent presentation	Strong presentation with areas of improvement required	Fair presentation with a need for concentration in improving these skills	Poor or sloppy presentation of materials	Disinterest in presentation of materials
Effectiveness	Excellent use of materials to convey a message	Strong use of materials to explore a message with some improvement required	Fairly effective with notable errors or omissions	Ineffective usage of materials	Not effective
Functionality	Excellent functionality with no omissions	Strong functionality with some quirks	Fair execution with notable errors	Poor functionality; missing information or sections	Did not work
Accuracy to Specifications	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements
Spelling and Grammar	Completely accurate	Accurate with minor omissions	Accurate with significant omissions	Major omissions	Did not meet requirements
Participation	Consistent and active participation	Good participation	Inconsistent participation	Rare participation	Non-participation

## Final Project

### Web Site or Interactive Media Information Plan

Your Information Design final project will be a comprehensive site plan for a project to be determined. This project will need to include all of the pertinent information for the information to be included in the web site and/or kiosk you have proposed earlier in the course.

You will submit a complete, professionally-bound documentation packet with the following:

#### Binder:

1. Cover Page
2. Table of Contents
3. Background/Summary
4. Goal
5. Objectives
6. Target Audience
7. User Profiles (3)
8. Competitive Analysis (2)
9. Design Brief
  - a. Features
  - b. Theme
  - c. Fonts
  - d. Color Palette
10. Site Map & Flowchart
  - a. Numbered and labeled properly
11. Storyboards (at least 5, no more than 10, please)
  - a. Items numbered properly according to site flowchart
12. Screen shots of the prototype
13. Blank page at end of documentation packet

#### Media:

14. Site Prototype on CD, labeled properly (descriptive file name)
15. Final Presentation on CD
  - a. Include on same CD as prototype, labeled properly
  - b. Presentation-style summary of your binder product

You will present both your site documentation presentation and your working site prototype on the final class day of the course.