

CCA VisXD Class Schedule

Week 1	<i>September 1</i>		<i>September 3</i>
<i>Goals - Topics</i>	Course introduction. Student and Faculty intros. Review syllabus, design, reading and sketch assignments, themes, and grading criteria. Basics: Sketchnoting 101		Basic basics - check in. Review syllabus, design, reading and sketch assignments, themes, and grading criteria.
<i>In class exercises</i>	Draw your favorite website application and mobile application in a poster Sketchnote - draw your day		Tools test Illustrator/Sketch/Photoshop Create your favorite app in each of these applications
<i>Weekly Reading</i>			
<i>Homework</i>	Visual Quest: Something that represents back to school		
Week 2	<i>September 8</i>		<i>September 10</i>
<i>Goals - Topics</i>	Gestalt Lecture Sketching for Interaction Design. Prototyping for Interaction Design.		Intro to Unit 1 Typography Basics
<i>In class exercises</i>	Sketchy cinema - sketch in 8 frames the plot/story of a movie (selection options drawn from a hat) Present to class		Define the letter parts Word Exercise
<i>Weekly Reading</i>			Understanding Comics ch. 6 Type and Image
<i>Homework</i>	Create Sketch Flows for your favorite App Visual quest - find something that represents similarity and symmetry		Watch the Type History lecture Visual Quest: Found type showing emotion
Week 3	<i>September 15</i>		<i>September 17</i>
<i>Goals - Topics</i>	Typography continued.		Intro to grids. Hierarchy and Layout. Responsive Design.

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<i>In class exercises</i>	Hands on typesetting - working with large wood and metal type Watch Helvetica the movie and sketch note ideas		Design a News Article Practice identifying information hierarchy across different sites
<i>Weekly Reading</i>	On Web Typography ch. 6 Articles on Typography		Type on Screen ch.1 and 2 Thinking with Type pp. 151 - 207
<i>Homework</i>	Visual Quest: Bad linespacing and kerning		Visual Quest: Grids and hierarchy in the wild Work on News article designs
Week 4	<i>September 22</i>	<i>September 24</i>	
<i>Goals - Topics</i>	Intro to Unit 1 Visual Storytelling Using Invision and Illustrator create an responsive experience of a story. Basic Wireframes How to Critique		Color theory Prototyping
<i>In class exercises</i>	Critique News Articles Sketch concepts for story project		Using Invision and Illustrator create a Visual Storytelling Website. Color associations
<i>Weekly Reading</i>	Thinking with type - section on Text pp. 87-147, section on Grids		Type on Screen pp.148-149
<i>Homework</i>	Wireframe from sketch Visual Quest: Your favorite color		Visual Quest: Color you hate
Week 5	<i>September 29</i>		<i>October 1</i>
<i>Goals - Topics</i>	Critique and presentation of Story projects Intro to Unit 2 Visual Brand Review design briefs for project 2		Intro to Brand Brand as interaction, product as brand <i>Design Problem - develop a brand / style guide</i>
<i>In class exercises</i>			Identify the Company Define Brand Personality for your Company Moldboards

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<i>Weekly Reading</i>			Type on Screen pp.99-113 & pp.158-161 Online articles about brand
<i>Homework</i>	Choose a brief		Create digital moodboards for company exploring multiple facets of company personality Competitive Audit
Week 6	<i>October 6</i>		<i>October 8 - class meets at 8</i>
<i>Goals - Topics</i>	Logo Design Design Toolkits & Style Tiles		Critique Logos and reference Brand personality
<i>In class exercises</i>	Sketching Logo ideas		Work on style tiles
<i>Weekly Reading</i>	Online articles about Logo design & Paul Rand		On Web Typography Ch. 4
<i>Homework</i>	50 Sketches of logo designs, refine 20 for class Begin style Tile		Visual Quest: In motion Refine logos, create interactive elements like buttons
Week 7	<i>October 13</i>		<i>October 15</i>
<i>Goals - Topics</i>	Intro to Unit 3 Mobile design iOS and Android patterns		Designing for Mobile critique
<i>In class exercises</i>	Sketch out user flows for mobile screens for company		
<i>Weekly Reading</i>	Watch Density Independent Pixels video Type in Screen Ch. 4 & 5		
<i>Homework</i>	Mobile screen flows		Mobile wireframes of key screens
Week 8	<i>October 20</i>		<i>October 22</i>
<i>Goals - Topics</i>	Mobile & System design		Class critique of final logo, final style tile and in progress mobile
<i>In class exercises</i>	Work on mobile visual design		

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<i>Weekly Reading</i>	Designing for Multiple screens, Pixel Perfect Precision, Adaptive Path's Guide to Experience Mapping		
<i>Homework</i>	Work on mobile wireframes		Work on mobile visual design
Week 9	<i>October 27</i>		<i>October 29</i>
<i>Goals - Topics</i>	Guest lecture: James Young Storyboards & Concept Research		Extending the design language to web Critique final mobile screens
<i>In class exercises</i>	Storyboard creation & feedback		Discuss research of storyboards & iterations Begin doing wireframes for web screens
<i>Weekly Reading</i>			
<i>Homework</i>	Take storyboard out into the world and walk at least 3 people through the idea Finalize mobile visual design		Web designs of homepage and details page for product
Week 10	<i>November 3</i>		<i>November 5</i>
<i>Goals - Topics</i>	Intro to Unit 4 Information Visualization and Data Visualization <i>Design problem - Visualizing data in the application</i>		Data viz Tips - Do's and Don'ts
<i>In class exercises</i>	Sketch different data visualizations		Work on web screens
<i>Weekly Reading</i>	Slideology Ch. 4 Data Visualization 101 Vivid grammar from Dan Roam View David Mccandleuss video on Data Visualization		
<i>Homework</i>	Include a data visualization into web screens.		
Week 11	<i>November 10</i>		<i>November 12</i>
<i>Goals - Topics</i>	Intro to Unit 5 Bringing it all together - The Experience Map & The Case Study		Final Web mocks critique

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<i>In class exercises</i>	Sketch alternate screen ideas		
<i>Weekly Reading</i>			Type on Screen pp. 176-185
<i>Homework</i>	Alternate screen designs		Alternate screen designs, last minute fixes to web screens
Week 12	<i>November 17</i>		<i>November 19</i>
<i>Goals - Topics</i>	Experience mapping		Presenting your story - pitching the concepts (brand, style tiles, mocks, prototype) & The Case Study
<i>In class exercises</i>	Begin work on Experience maps		
<i>Weekly Reading</i>			
<i>Homework</i>			Begin work on the case study document
Week 13	<i>November 24</i>		<i>November 26</i>
<i>Goals - Topics</i>	Guest Lecture - Aynne Valencia		Thanksgiving - Class cancelled
<i>In class exercises</i>	Critique experience maps and screen designs		
<i>Weekly Reading</i>			
<i>Homework</i>	Final Alternate screens Final Experience maps		
Week 14	<i>December 1</i>		<i>December 3</i>
<i>Goals - Topics</i>	Class critique of Experience maps and Alternate screens designs		Studio time Individual review sessions
<i>In class exercises</i>			
<i>Weekly Reading</i>	Design is a Job ch. 7 & 8		

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<i>Homework</i>	Work on final case study and presentation		Work on final case study and presentation
Week 15	<i>December 8</i>		<i>December 10</i>
<i>Goals - Topics</i>	Final presentations		Final presentations Wrap up of class