

EXPLORATIONS IN DIGITAL DESIGN

WED 8:30-11:15

NMDD 1001

FALL 2015

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OFFICE HOURS
MON & WED 1:00-2:00
(other times by appointment)

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COURSE OVERVIEW

This course critically explores notable histories, geographies, and practices of digital design. Students gain a basic understanding of digital design paradigms, internet architecture and governance, and the politics of designing digital media that operate at intimate, local, and global scales. Design theory and practice will be bridged through in-class workshops, journals, an interactive design timeline, attending a public event, and developing a web-based design proposal. Course readings, discussions, and activities will be organized around a cumulative final project.

LEARNING GOALS:

- * Students will demonstrate understanding of design theory and practice through both critical writing and digital media design work;
- * Students will understand W3C web design standards and principles as well as basic internet infrastructure;
- * Students will develop an understanding of the logic and potential application of CSS, PHP, HTML, and other common web languages and be able to customize and manage a Wordpress site.

POLICIES & PROCEDURES:

STUDENT RESPONSIBILITIES ■ Students are responsible for attending class on time, actively participating in class discussions, submitting assignments on time, and reading all course materials by their assigned date. Schedule time to meet with me during office hours if you experience difficulty with readings and/or assignments that can not be adequately addressed during class time. Students are also expected to regularly check their fordham.edu email accounts and the course blackboard site. Attendance will be taken at the beginning of each class. If you come in after attendance is taken you will be marked tardy, and two tardies equal an absence. Students are permitted no more than two unexcused absences a semester. Students who exceed two absences, will have their final grades reduced for each additional absence. Assignments may be submitted late but they will be reduced by a letter grade for each day they are late. Exceptions can be made but only on a case by case basis.

ACADEMIC INTEGRITY ■ As a Jesuit, Catholic University, Fordham is committed to ensuring that all members of the academic community strive not only for excellence in scholarship but also for integrity of character. In the pursuit of knowledge and personal development, it is imperative that students present their own ideas and insights for evaluation, critique and eventual reformulation. As part of this process, each student must acknowledge the intellectual contribution of others. Violations of academic integrity include, but are not limited to, plagiarism, cheating on exams, falsification, unapproved collaboration, and destruction of library materials. For further details, consult the [Standards of Academic Integrity](#) on the University website.

STUDENTS WITH DISABILITIES ■ As a University, Fordham will offer reasonable and appropriate auxiliary aids and services to assist otherwise qualified persons in achieving access to its programs, services, and facilities once students meet with ODS for an initial intake meeting to develop an accommodation plan directly with the student in accordance with Section 504 of the Federal Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act of 1990. Students who are seeking accommodation(s) for a disability should contact Jessica Hawkins, Assistant Director of Disability Services at disabilityservices@fordham.edu or (212) 636-6282.

ASSIGNMENTS & EVALUATION

PARTICIPATION ■ 15% of Final Grade ■

An assessment of each student's participation in the course will be made based upon their contributions to in-class discussions and design workshops. Participation grades are not based on mastery of course content but rather meaningful and consistent engagement in class discussions and group work. All students will be placed into two different groups (Cluster A and Cluster B) to foster peer-assistance during in-class design workshops.

DIGITAL JOURNALS ■ 10% of Final Grade ■

Each student will keep a digital journal of the course that includes an entry for each class. Entries for each class should be ~250 words and reflect critically on the main design concepts, themes, and actions covered in each class. Journals will initially be constructed individually within a Google Sheet, and then later collectively imported into a common project site. In lieu of class on Dec 11th, students will be expected to attend a public design event and write a short summary of that event. See PG 6 of this syllabus for a list of pre-approved public events. Check with me first if you plan to attend an event not included in these lists. Details on setting up a Google Sheet for the Digital Journal, and then importing this content to the common site will be provided in class workshops.

INTERACTIVE DESIGN TIMELINE ■ 15% of Final Grade ■

Each student will create an interactive timeline of a chosen software's design history. Timelines should trace and evaluate a particular software's design over a defined period of time. Timelines will include at least 5 distinct design evolutions as well as images, text, video, and audio. Timelines will be created using Timeline JS and embedded within a common project site. Details on choosing software to timeline, how to structure the timeline, and how to use Timeline JS will be provided in class workshops.

MIDTERM EXAM ■ 15% of Final Grade ■

There will be an in-class midterm exam covering the assigned readings, discussions, and lectures from the first six weeks of the semester. The exam will consist of fill-in-the-blank, multiple choice, and short answer questions.

DESIGN PROPOSAL ■ 30% of Final Grade ■

Each student will create an interactive design proposal that addresses a local matter of concern. Proposals should articulate a clear design philosophy, utilize at least two design-research methods, and incorporate a visual mock-up of the proposed (re)design. Proposals will be constructed (and submitted) as a wordpress site on the NMDD Network. Further details on choosing a local matter of concern, methods, and how to structure the proposal will be provided in class workshops and online. There will be 3 in class workshops dedicated to developing these proposals and receiving constructive feedback.

FINAL EXAM ■ 15% of Final Grade ■

There will be an in-class final exam covering the assigned readings, discussions, and lectures from the final six weeks of the semester. The exam will consist of fill-in-the-blank, multiple choice, and short answer questions.

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COURSE SCHEDULE

(THIS SCHEDULE WILL LIKELY CHANGE, ALWAYS CONSULT COURSE SITE FOR MOST RECENT VERSION)

WEEK 01 :: INTRODUCTION TO THE COURSE SEP 02

- Introduction to the course
- Setup digital journals and NMDD network accounts

NO CLASS // SEP 09

WEEK 02 :: CRITICAL DESIGN PARADIGMS SEP 16

1. Latour, Bruno. 2008. "A cautious Prometheus? A few steps toward a philosophy of design (with special attention to Peter Sloterdijk)." Keynote lecture for the Networks of Design meeting of the Design History Society.
2. Bannon, Liam J. and Pelle Ehn. 2012. "Design matters in participatory design." In J. Simonsen, & T. Robertson (Eds.), The Routledge international handbook of participatory design. New York: Routledge. 37-65.

WEEK 03 :: BREAKING DOWN THE INTERFACE SEP 23

1. Gould, John D. and Clayton Lewis. 1985. "Designing for usability: key principles and what designers think." Communications of the ACM 28(3): 300-311.
2. Johnson, Steven A. 1997. "Bitmapping: An introduction." In Interface culture: How new technology transforms the way we create and communicate. HarperOne. 11-41.

● DIGITAL JOURNALS CHECK-IN (BY MIDNIGHT)

WEEK 04 :: DESIGNING AGENTS & THINGS SEP 30

1. Sterling, Bruce. 2005. "To whom it ought to concern", "The internet of things", and "The designer's questions" in Shaping things. MIT Press.
3. Johnson, Steven A. 1997. "Agents." In Interface culture: How new technology transforms the way we create and communicate. HarperOne. 173-205.

❖ Wordpress and Timeline JS Workshop: Cluster A

WEEK 05 :: INTERNET ARCHITECTURE OCT 7

1. Van Schewick, Barbara. 2010. "Internet design principles." In Internet architecture and innovation. Cambridge, MA: The MIT Press. 37-81.
2. W3C HTML & CSS Guide: <http://www.w3.org/standards/webdesign/htmlcss>

❖ Midterm Review

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WEEK 06 // MIDTERM EXAM

OCT 14

- INTERACTIVE DESIGN TIMELINES DUE (SHEETS ONLY - BY MIDNIGHT)

WEEK 07 :: WORKSHOP

OCT 21

1. Kjærsgaard, Mette G. 2013. "(Trans)forming knowledge and design concepts in the design workshop" in Design anthropology: Theory and practice. London: Bloomsbury. 51-67.
 2. Greenbaum, Joan and Morten Kyng. 1991. "Situated design." In Design at work: Cooperative design of computer systems. CRC Press, 1-21.
- ❖ TimelineJS Workshop: Cluster A

WEEK 08 :: AFFORDANCES & THE ENVIRONMENT

OCT 28

1. Anders, Peter. 1999. "Spatial models that help us think" in Envisioning cyberspace: Designing 3D electronic spaces. McGraw Hill. 23-46.
 2. Dewey, John 1934. "Substance and Form" in Art as experience. Penguin. 110-138
- ❖ GROUP VIEWING & DISCUSSION: [Talk to Me: Design and the Communication between people and objects](#), 2011 MOMA Exhibit.

WEEK 09 :: DESIGNING GAMES WITH VALUES

NOV 4

1. Flanagan, Mary and Helen Nissenbaum. 2007. "A game design methodology to incorporate social activist themes." Proceedings of CHI 2007. New York: ACM Press, 181-190.
 2. Belman, Jonathan and Mary Flanagan. 2009. "Designing games to foster empathy." Cognitive Technology 14(2): 5-15.
- ❖ Proposal Development Workshop: Cluster B

WEEK 10 :: DESIGNING INCLUSION & EMPOWERMENT

NOV 11

1. Vicente, Maria R. and Anna J. Lopez. 2010. "A multidimensional analysis of the disability digital divide: Some evidence for Internet Use." The Information Society 26(1): 48-64.
 2. Venkatesch, Morali and Jeffery Owens. 2006. "Radical praxis and civic network design." Journal of Community Informatics 2(2). <http://ci-journal.net/index.php/ciej/article/view/344>
 3. W3C Accessibility Guide: <http://www.w3.org/standards/webdesign/accessibility>
- DIGITAL JOURNALS CHECK-IN (BY MIDNIGHT)
 - PROPOSAL ABSTRACT (BY MIDNIGHT)

WEEK 11 :: WORKSHOP

NOV 18

- ❖ Proposal Development Workshop: Cluster B
- ❖ Chapters will be read and discussed in class from: Martin, Bella and Bruce Hanington. 2012. Universal methods of design: 100 ways to research complex problems, develop innovative ideas, and design effective solutions. Rockport Publishers.

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NO CLASS // _____ NOV 25

WEEK 13 :: WORKSHOP _____ DEC 2

- ❖ Digital Journals Workshop: Cluster A
- ❖ Proposal Development Workshop: Cluster B

- ⦿ PROPOSAL OUTLINE (BY MIDNIGHT)

WEEK 14 :: LAST CLASS / PROPOSAL PRESENTATIONS _____ DEC 9

- ❖ Presentation of design proposals for peer-feedback

- ⦿ FINAL VERSION OF DIGITAL JOURNALS DUE (BY MIDNIGHT)

WEEK 15 // BONUS CLASS _____ DEC 11

- ❖ Cluster B Check-In (online)
- ⦿ FINAL VERSION OF DESIGN PROPOSALS DUE (BY MIDNIGHT)

FINAL EXAM // _____ DEC 16 @ 9:30AM

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COURSE MEDIA

Additional media will be used on a case by case basis, but this represents the core server and browser-based software:

FORDHAM ACE WORDPRESS NETWORK

- NMDD Wordpress Network: <http://nmdd.ace.fordham.edu/1001/>
 - Wordpress Themes Directory: <http://wordpress.org/themes>
 - Wordpress Plugins Directory: <http://wordpress.org/plugins>
 - Wordpress Support Forums: <http://wordpress.org/support>

GOOGLE SHEETS

We will be using the Google Sheets App associated with Fordham email accounts to compile and organize content for both the Digital Journals and the Interactive Design Timelines.

- Google Sheets (w/ Fordham Login): <http://drive.google.com>
- Google Sheets Support: <http://support.google.com/docs?hl=en&p=#topic=2811806>

TIMELINE JS

Timeline JS is a free and open source timeline tool developed by the Knight Lab at Northwestern University. We'll be using this tool in coordination with Google Sheets to produce Interactive design Timelines of various software.

- Timeline JS: <http://timeline.knightlab.com>
- Timeline JS Support Forum: <https://knightlab.zendesk.com/forums/22551396-TimelineJS>

PIRATE PAD

Pirate Pad is a free and open source web-based collaborative word processor. We'll be utilizing this tool for in-class design workshops and online Cluster work.

- Pirate Pad: <https://piratepad.ca>

FIREFOX ADD-ONS

We'll be utilizing a number of Firefox Add-ons. The Add-ons below will be installed on computer in the MacLab, but may also be installed for free on personal computers via the links below.

- FireBug: <https://addons.mozilla.org/en-US/firefox/addon/firebug>
- Awesome Screenshot: <https://addons.mozilla.org/en-US/firefox/addon/awesome-screenshot-capture>
- Rainbow: <https://addons.mozilla.org/en-US/firefox/addon/rainbow-color-tools>
- Lightbeam: <https://addons.mozilla.org/en-US/firefox/addon/lightbeam>

ADDITIONAL LINKS

- World Wide Web Consortium (W3C): <http://w3c.org>
- Adobe Color Wheel: <https://color.adobe.com/create/color-wheel/>
- Interaction Design Foundation: <http://interaction-design.org>
- Internet Corporation for Assigned Names and Numbers (ICANN): <http://icann.org>

PRE-APPROVED PUBLIC EVENTS

Students must attend one public event primarily focused on digital media and design and write a short summary of the event in their Digital Journals. All NMDD events, and events sponsored by the following organizations are pre-approved. Check with me in advance if you plan to attend an event not hosted by one of these organizations:

- Internet Society, NY Chapter (ISOC-NY): <http://isoc-ny.org>
- Digital.NYC: <http://digital.nyc/events>
- Data & Society: <http://datasociety.net/events>
- NYC Digital Humanities: <http://nycdh.org/calendar>
- Alpha One Labs Makerspace: <http://alphaonelabs.com>
- Techno-Activism 3rd Mondays (#TA3M): http://wiki.openitp.org/events:techno_activism_3rd_mondays