DSGN 302 Interactive Web Projects

This course expands upon the ideas introduced in DSGN 301 with further development in coding and software skills. The focus is on the use of the web and social media applications in marketing and advertising. Topics include branding, user identification, user needs, project planning, developing rich media content, interface design, site promotion, and creating a social media campaign.

(Pre-requisites: DSGN 301)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. To demonstrate a good understanding of design process and developing rich interactive media.
2. Produce a functional, and well-designed web projects integrating multimedia and interactive elements.
3. To identify and develop the design communication issues that are essential to interactive products.
4. Design advanced interactive web projects using industry standard software and coding techniques.
5. To use good presentation skills to communicate design research, concepts, and process.

Textbook & Course Materials:

- N/A

Course Content:

1. Adobe XD
2. Design Research
3. Creating Graphics and Text Animating Symbols with Motion Tween
4. Adobe XD Animation
5. Animation Adobe Animate
6. Inverse Kinematics with Bones
7. e-Campaign Adobe Animate