NOLA Design Educators Conference
Preparing Graphic Design Students for Interaction Design Work

MODERATOR:
Annabelle Gould, University of Washington

PANEL:
Jennifer Bernstein, Rutgers University–Newark
Dan Boyarski, Carnegie Mellon University
Sarah Lowe, University of Tennessee
Briefly describe your program.

How does your program define Interaction Design? How is IxD currently integrated into your curriculum?
Rutgers University (public)

66,000+ students
8,000 faculty, 14,000 staff
31 schools and colleges in 3 main locations
100+ undergraduate majors, 200+ graduate programs & degrees, & 300+ research centers & institutes
60% of undergraduates engage in original research

40,720 students
f. 1825
Rutgers University-New Brunswick

11,314 students
f. 1946
Rutgers University-Newark

6,321 students
f. 1950
Rutgers University-Camden

College of Arts & Sciences
Arts, Culture & Media
Art, Design & Art History
Graphic Design
# Arts, Culture & Media (ACM)

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<thead>
<tr>
<th>Graphic Design</th>
<th>Fine Art</th>
<th>Art History</th>
<th>Journalism</th>
<th>Music</th>
<th>Theater</th>
<th>Video Production</th>
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<tbody>
<tr>
<td>B.A. in Art (Graphic Design)</td>
<td>B.A. Art (Fine Art)</td>
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- **Graphic Design**
  - 54 students
  - 3 faculty

- **Fine Art**
  - 33 students
  - 4 faculty

- **Art History**
  - 2 students
  - 3 faculty

- **Journalism**
  - 80 students
  - 3 faculty

- **Music**
  - 25 students
  - 5 faculty

- **Theater**
  - 20 students
  - 2 faculty

- **Video Production**
  - 25 students
  - 2 faculty
B.F.A. in visual art (concentration in Graphic Design)

**first year**
- Design Fundamentals
- 3-D Design Fundamentals
- Introduction to Drawing
- Introduction to Art History I
- English Composition
- Quantitative Reasoning

**second year**
- Graphic Design I
- Computers in Graphic Design
- Development of Modern Art
- Introduction to Art History II
- English Composition
- History and Literature
- Natural Science

**third year**
- Graphic Design II
- Motion Design
- Art Since 1945
- Introduction to Photography
- History and Literature
- Graphic Design III
- History of Design
- Interactive Design I
- Art Elective
- Social Science
- History and Literature

**fourth year**
- Graphic Design IV
- Seminar in Contemporary Design
- Interactive Design II
- Introduction to Printmaking
- Social Science
- Seminar in ACM
- Senior Studio Seminar I
- Cross-media Design Studio
- Design Consortium*
- Senior Studio Seminar II
- Design Consortium*
- Art Elective
- Art History for Minor
- Other Liberal Arts

* elective, special permission
Interaction Design | vs | Interactive Design

What/how users interact
= interaction design

How information flows to users
= interactive design
Interaction Design

Research, planning, design, and development of interactive experiences. Components include:

- **human-centered design process**
  (research and observations)
- **visual language**
  (form, typography, composition, color, hierarchy)
- **systems**
  (components work together, influence each other)
- **narrative and storytelling**
  (narrative arc, point of view, & message sequence)
- **information as experience**
  (messages can be experiential)
- **time and motion**
  (flow of experience, time as an element, sequence; motion as kinetic behavior & dynamism)
- **basic knowledge of HTML & CSS**
  (structure and style layers)

The design of cues, visual and other, to facilitate user interaction with a dynamic system.

Exploring the nature of the medium: the element or quality of interactivity.
Dan Boyarski
Carnegie Mellon University
School of Design
Carnegie Mellon University
Pittsburgh, PA
a private, research institution
13,000 students
5,000 faculty & staff

College of Fine Arts:
Architecture, Art, Design, Drama, Music
1937, first Design degree granted
1967, BFA in Graphic Design and Industrial Design
2014, BDes in Design (Communications, Products, Environments)

20 full-time faculty
10 adjunct faculty
~150 undergraduate students

Alumni working at R/GA, Apple, Pinterest, Siegel+Gale, Microsoft, MoMA, Whitney Museum of Art, athenahealth, IBM, Google, ...
1982 1986 1992

graphic design + interfaces + interactions

Designing for interaction in
print, physical spaces, screens, networked devices, smart devices, ...

scale
complexity
technology
communication
form
2014, Design for Interactions:
We focus on the quality of interactions between people, the built (designed) world, and the environment (natural world).

context : content : purpose : action
(research & analysis) (iteration of prototyping & evaluation) (delivery)
Design for Interactions:
an overarching theme for all our programs
a way of thinking when approaching problems
an attitude of thoughtful, purposeful action

Integrated into all four years
variety of ways: existing & new projects, research, collaborations
variety of contexts: information, healthcare, transportation, activism, education, retail, civic action, publishing, ...
Sarah Lowe
University of Tennessee
University of Tennessee, Knoxville

student population: 27,410

Agricultural Sciences & Nat. Res.
Architecture & Design

Arts and Sciences

Business
Communication and Information
Education, Health, and Human Serv.

Engineering
Law
Nursing
Social Work
Veterinary Medicine

Humanities
Classics
English
History
Modern Foreign Languages & Lit.
Philosophy
Religious Studies

Natural Sciences
Biochemistry & Cellular and Mol. Biol.
Biology, Division of Chemistry
Earth and Planetary Sciences
Ecology and Evolutionary Biology
Mathematics
Microbiology
Physics and Astronomy

Social Sciences
Anthropology
Geography
Political Science
Psychology
Sociology

Visual & Performing Arts
Art, School of
Music, School of
Theatre

Interdisciplinary Programs
Africana Studies
American Studies
Asian Studies
Cinema Studies
Comparative Literature
Global Studies
Judaic Studies
Latin American and Caribbean Studies
Linguistics
Medieval and Renaissance Studies
Neuroscience
Sustainability
Women's Studies

BA Art History / BA Studio Art / BFA Studio Art / BFA Graphic Design

FACULTY
13 across 5 areas

STUDENTS
45 in major (approx)
24 applying Dec. 2015

FACULTY
Sarah Lowe
Interaction Design, Digital Storytelling, Research Methods

STUDENTS
31 in major (currently)
33 applying Dec. 2015

Deb Shmerler
Branding + Identity, Social Design Research, Typographic Narrative

Cary Staples
Info Visualization, Gaming, Intro Design

+ 1 year adjunct
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<th>University of Tennessee, Knoxville</th>
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### JOB PLACEMENT

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<th>Company</th>
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<td>Amazon / Seattle</td>
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<td>Auto Zone / Memphis</td>
<td>Memphis</td>
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<td>Bloomberg / NYC</td>
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<td>Cabedge Design LLC / Nashville</td>
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<td>Coca-Cola Studio / Atlanta</td>
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<td>Combustion / Memphis</td>
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<td>Deco-Pac / Minneapolis</td>
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<td>Scripps Network / Knoxville</td>
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<td>ST8MNT / Nashville</td>
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<td>Stone Profit System / Chicago</td>
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<td>Superlectric Industries / UK</td>
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<td>The Tombras Group / Knoxville</td>
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<td>Work &amp; Company / NYC</td>
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- **2009-2013** - 80 grads
- **87%** employed in design field
- **56%** employed as full time web / interactive / UX / interaction designers
INTERACTION DESIGN

Transmission across/alongside/through/within digital spaces with a focus on the user’s experience.

Concepts of user-centered experience + engagement within digital spaces

Relevance of design principles + elements within digital spaces

Skills that are likely to withstand technical advancements in the near future.

Resourcefulness

INTERNET OF THINGS
Transform analog object into a smart object

PROTOTYPING
USER WORKFLOW

NODES + PATHS
Process + Information Architecture

SITEMAP
WIREFRAME
NAVIGATION

PATTERNS
Understand known methods of interaction

UI KITS
CONSISTENCY
ACTION, FEEDBACK, RESPONSE

MOBILE PROJECT
CMS PROJECT
What skills do you/your program believe are important for a Graphic Design major/graduate who plans to work as an Interaction Designer?
How are IxD-oriented skills represented in a graphic design portfolio?

How important is “form giving/visual ability” when representing Interaction Design oriented work?
Who teaches (or will teach) your IxD courses—current graphic design faculty, new hires, guests?
What are the benefits/drawbacks of introducing Interaction Design into an existing Graphic Design curriculum?
What kind of feedback have you received from professionals regarding how prepared your graduates are for IxD-oriented work?
What advice do you have for educators who would like to introduce Interaction Design into their curriculum?
Q + A: Preparing Graphic Design Students for Interaction Design Work

MODERATOR:

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PANEL:

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acm.newark.rutgers.edu + levelnyc.com

Dan Boyarski, Carnegie Mellon University
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Sarah Lowe, University of Tennessee
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art.utk.edu/graphic_design
Thank you!

Share your thoughts on this panel at #aigadesign and #aigadec

Don’t forget to attend one of the Educator Roundtables during lunch today!
Celestin FGH 12:30–1:30pm