The syllabus and coursework for this class will trace the critical steps and milestones of the interactive development process moving from concept to design and planning and finally to production and execution.

During the concept workshops, students will define the content and story for their project. They will identify the research to be featured and determine the groups they will work in. They will develop a package that clearly explains the project's intent and goals and provides an experience approach framework for shape and form. **Concept packages will be presented to the class and a panel of visiting critics and also submitted for Professor review.**

The design and planning workshops will build upon the foundation of the concept phase: student will solidify the user experience, define the aesthetic approach and design interfaces (and other elements) and finally, set the work plan for execution. This phase will also include preliminary content development and validation. During this phase, the class will take a few fieldtrips for ideas and inspiration. **Design packages will be presented to the class and submitted for Professor review.**

The production workshops will focus on execution. They will provide dedicated time for the groups to work together and for informal reviews and critiques of the work-in-progress. Materials should be brought to class and/or time in the shop arranged during these class windows. **The class will conclude with a final show, each group staging their project in a space in the Leslie E-Lab selected by the team.**

Please note:
In addition to the core project, there will be a rotating assignment for students to post to the class blog. The focus of the posting will rotate and may include sharing relevant reference projects or inspiration, providing an update about their team’s work-in-progress or a response to a class fieldtrip. Each posting should include at least 1 visual as well as a 100 work description. Posts will be presented at the start of each class for discussion.
A snapshot of the class:

<table>
<thead>
<tr>
<th>CONCEPT</th>
<th>January 25</th>
<th>Introductions / class overview</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>February 1</td>
<td>Share topics, make teams</td>
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<tr>
<td></td>
<td>February 8</td>
<td>Finalize topics, share initial ideas</td>
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<td></td>
<td>February 15</td>
<td>NO CLASS</td>
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<tr>
<td></td>
<td>February 22</td>
<td>In class workshop</td>
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<tr>
<td></td>
<td>February 29</td>
<td>Concept Presentations w/ visiting critics</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>DESIGN</th>
<th>March 7</th>
<th>Field trip - AMNH + design phase overview</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>March 14</td>
<td>NO CLASS - SPRING BREAK</td>
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<tr>
<td></td>
<td>March 21</td>
<td>Field trip - Cooper Hewitt + design phase workshop</td>
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<tr>
<td></td>
<td>March 28</td>
<td>Design Presentations</td>
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</tbody>
</table>

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<thead>
<tr>
<th>PRODUCTION</th>
<th>April 4</th>
<th>In class workshop</th>
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</thead>
<tbody>
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<td></td>
<td>April 11</td>
<td>In class workshop</td>
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<tr>
<td></td>
<td>April 18</td>
<td>In class workshop</td>
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</tbody>
</table>

| FINAL SHOW    | April 25   | Show @ Leslie E-Lab                      |
CLASS 1: January 25, 2016
Class overview & introduction:
- Approaches to interactive exhibition design
- Understanding the process: concept, design and planning, production
- The creative team: design, content, production, development
- Next steps

Assignment:
- Check out: NYU Research Digest
- Research topics of interest and make contact with relevant professors or graduate students to assess preliminary feasibility
- **Deliverable: (bring it to class)**
  - Come to class prepared with 2-3 concepts to share with the class w/ descriptions and detail on index cards

CLASS 2: February 1, 2016
Concept Development | Defining the subject:
- Share your ideas! Research topic review and discussion
  - Pin up and present your cards
- Team assembly
- Concept phase + package overview

Assignment:
- Working with your teams - continue outreach to researchers
- Brainstorm initial ideas around each topic
- Rank your options - weighing viability + direction/approach. Determine your front runner.
- **Deliverable: (bring it to class)**
  - Create a large post-it sheet capturing the initial ideas for your front runner topic
  - This post-it board can be anything—sketches, diagrams, keywords etc.—whatever helps you think best and express your ideas
  - Come prepared to share this back with the class

CLASS 3: February 8, 2016
Concept Development | Defining message, audience, approach:

Guest speaker: Matthew McNerny, Design Direction @ Potion Design Studios
- Guest speaker, Matthew MnNerny has been working as a designer and art director in exhibition design for more than 15 years. He’s going to share some of his work and talk about his process.

Team sharing:
- Present your posters
- Talk about possible directions for the project

Concept phase + package overview continued:
- Audience and environmental considerations / possibilities
- Clear messaging and experience intent development
- Communicating your ideas - upcoming package outline
Assignment:
- Continued discussion with researcher
- Collaborative work to finalize and detail direction for your project
- **Deliverable: (submitted via email, due no later than Sunday February 14th)**
  - Create a 2 page concept summary document
    - This should include 1 page of descriptive writing - what is the focus of your content? what is the experience you are crafting? how might it work? what will people see and do? what will they feel? what are some of the unknowns, questions, risks, tbd's?
    - Include 1 page of sketches, diagrams, relevant inspiration
    - This document should help explain the big idea - what you hope to accomplish and how you hope to go about doing so

**NO CLASS: February 15, 2016 - President's Day**

**CLASS 4: February 22, 2016**
Concept Development | Communicating the project / creating your deliverable:
- Zooming in from the big idea
- Defining and communicating user-experience
- Concept Package Development: collaborative session
- Team by team, informal check in
- Presentation slot selection

Assignment:
- Finalize materials of concept package for presentation and delivery
- Rehearse with your team, everyone should participate in the presentation
- **Deliverable:**
  - PDF of your concept package - **due by midnight, February 28th**
  - Presentation deck of your concept package - **due / shown in class on February 29th**
    - This can be an identical or shortened version of your concept package - consider that you will be speaking and so cut down on on-screen text, where appropriate

**CLASS 5: February 29, 2016**
Concept Development Milestone | Presentations & Critique
- Team Presentations of Concept Packages
- A panel of visiting critics will be in attendance to provide feedback and insights to the project teams
- Looking ahead - design phase + package overview

Assignment:
- Continued work with researcher
- Collaborative work with teams
- **Deliverable: due by midnight on March 6th**
  - 1 page write-up summarizing your take-aways from the presentation and critique experience
  - What will you change? What will you keep? New ideas? What are your next steps?
CLASS 6: March 7, 2016
FIELD TRIP! - Behind the scenes at the American Museum of Natural History
- We will leave NYU together and spend our class time visiting AMNH
- During the course of our visit, we will spend an hour talking about the work to be undertaken during the design phase

Design & Planning
- Skinning the experience: Shape, form, detail
- Interaction and interface design considerations
- Content development and validation: how to approach, why it is important
- Work planning

Assignment:
- Collaborative work on design package elements
- **Deliverable: due in class on March 21**
  - Create final user-flow diagram of the experience space
  - Define final information architecture
  - Key frames of UX / UI elements
  - Style guide - font, color elements
  - Outline of remaining design package elements including team member assignments

NO CLASS: March 14, 2016 - Spring Break

CLASS 7: March 21, 2016
FIELD TRIP! - A visit to the Cooper Hewitt
- We will leave NYU together and visit with the in house interactive media developer (and an ITP alum)

Design & Planning | Workshop Session
- During the course of the visit, teams will have time to touch base about their progress in advance of the next class’ design presentations

Assignment:
- Prepare final design package
- **Deliverable: due by midnight March 27**
  - PDF of your design package due via email
  - Presentation deck of design package, to be presented to the class

CLASS 8: March 28, 2016
Design & Planning Milestone | Presentation & Crit
- Design & Planning Team Presentation

Assignment:
- Develop and bring to the next class a detailed work plan of tasks to be completed over the coming weeks - including team member assignment
- **Workplan to be reviewed in class on April 4th**
- **Come to class April 4th with materials needed for in class workshop session**
CLASS 9: April 4, 2016
Production | Workshop
● In class collaboration and iteration on projects
● Ongoing informal review, critiques and problem solving
● Site visit to Leslie E-Lab - verify dimensions or other space details, as needed

Assignment:
● Team by team: execute work, as defined by workplan
● **Come prepared to next class with progress to share and materials needed for in class workshop**

CLASS 10: April 11, 2016
Production | Workshop
● In class collaboration and iteration on projects
● Ongoing informal review, critiques and problem solving

Assignment:
● Team by team: execute work, as defined by workplan
● **Come prepared to next class with progress to share and materials needed for in class workshop**

CLASS 11: April 18, 2016
Production | Workshop
● In class collaboration and iteration on projects
● Ongoing informal review, critiques and problem solving

Assignment:
● **Finalize projects**
● Staging time available in space day in advance of show - Sunday April 24th
● **Deliverable:**
  ○ Self and team member evaluations due on final class day

CLASS 12: April 25, 2016
Final project show!
● Final show of projects will be staged at the Leslie E-Lab
● Guest critics will attend