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UNIVERSITY OF WASHINGTON

CREATING AND CHANGING UNDERGRADUATE ACADEMIC PROGRAMS

After college/school/campus review, send a signed original and 8 copies to the Curriculum Office/FCAS, Box 355850.
For information about when and how to use this form: http://depts.washington.edu/uwcr/1503instructions.pdf

College/Campus Arts and Sciences | **Department/Unit** School of Art, Div of Desig | **Date** 1-20-2010

New Programs

- ☐ Leading to a Bachelor of _____ in _____ degree.
- ☒ Leading to a Bachelor of Fine Arts degree with a major in Interaction Design.
- ☐ Leading to a _____ Option within the existing major in _____.
- ☐ Leading to a minor in _____

Changes to Existing Programs

- ☐ New Admission Requirements for the Major in _____ within the Bachelor of _____.
- ☐ Revised Admission Requirements for the Major in _____ within the Bachelor of _____.
- ☐ Revised Program Requirements for the Major in _____ within the Bachelor of _____.
- ☐ Revised Requirements for the Option in _____ within the major in _____.
- ☐ Revised Requirements for the Minor in _____.

Other Changes

- ☐ Change name of program from _____ to _____.
- ☐ New or Revised Continuation Policy for _____.
- ☐ Eliminate program in _____.

Proposed Effective Date: **Quarter:** ☒ Autumn ☐ Winter ☐ Spring ☐ Summer **Year:** 20 10

Contact Person: Judith Clark	Phone: 685-3220	Email: jclark@uw.edu	Box: 353440

EXPLANATION OF AND RATIONALE FOR PROPOSED CHANGE

For new program, please include any relevant supporting documentation such as student learning outcomes, projected enrollments, letters of support and departmental handouts. (*Use additional pages if necessary*).

Please see attached explanation and supporting documentation.

OTHER DEPARTMENTS AFFECTED

List all departments/units/ or co-accredited programs affected by your new program or changes to your existing program and acquire the signature of the chair/director of each department/unit listed. Attach additional page(s) if necessary. *See online instructions.

Department/Unit:	Chair/Program Director:	Date:
N/A		
Department/Unit:	Chair/Program Director	Date:
N/A		

CATALOG COPY

Catalog Copy as currently written. Include only sections/paragraphs that would be changed if your request is approved. Please cross out or otherwise highlight any deletions.

N/A

PROPOSED CATALOG COPY

Reflecting requested changes (Include exact wording as you wish it to be shown in the printed catalog. Please underline or otherwise highlight any additions. If needed, attach a separate, expanded version of the changes that might appear in department publications). **Please note:** all copy will be edited to reflect uniform style in the General Catalog.

Interaction Design (93 credits).

5 credits prerequisite: ART 166.
Successful completion of design admission selection process.
30 credits: ART 207, ART 208, ART 209, ART 210, ART 211, ART 212
30 credits: ART 381, ART 383, ART 384, ART 385, ART 386, ART 387
18 credits: ART 481, ART 483, ART 484, ART 488
10 credits of art history including ART H 203, Art H 290, ART H 380, ART H 381, ART H 382, ART H 384 or Art H 497; and any non-western art history: ART H 205, ART H 206, ART H 212, ART H 215, ART H 230, ART H 233, ART H 306, ART H 310, ART H 311, ART H 313, ART H 315, ART H 318, or ART H 337.

APPROVALS

Chair/Program Director:	Date: 11 Feb 10
College/School/Campus Curriculum Committee:	Date: 3/11/10
Dean/Vice Chancellor: Robert C Stacey	Date: 3/11/10
Faculty Council on Academic Standards/ General Faculty Organization/Faculty Assembly Chair:	Date:

POST TRI-CAMPUS APPROVAL (when needed)

Faculty Council on Academic Standards/ General Faculty Organization/Faculty Assembly Chair:	Date:

Proposal: BFA in Interaction Design
This proposal addresses the need for the establishment of a focused program of study in the new and cutting edge field of interaction design.

Justification

For several years the School of Art, Division of Design has offered a group of elective classes that focused study on the issues, goals and accomplishments of a new and growing field known as interaction design. However, the rapid growth of this field coupled with demand from students, strongly suggests the need for a degree program that will prepare undergraduates to work and make contributions in this challenging new arena of learning and human accomplishment.

One of the signals heralding the need for a degree in Interaction Design has been the growing insistence from students in our Design Studies BA for an expansion of offerings in interaction design. In theory, our Design Studies BA was designed to encourage students to study broadly across design and related disciplines to discover new avenues in which design could be used to formulate ideas, influence successful communication, and guide the production of human centered products. In practice, it has become clear that this concept will be best served through focused learning in the rapidly growing field of interaction design. As a result, after intense review of our present Design Studies major we decided to blend it with existing and new courses in interaction design to create a BFA in Interaction Design.

We have prepared the paperwork to drop our BA in Design Studies (DS) as of June 2011 and add a BFA in Interaction Design as soon as possible. The proposed BFA in Interaction Design is comprised of 45 credits from the Design Studies BA, 15 credits in presently taught courses in interaction design, and 23 credits of new coursework. Students presently enrolled in Design Studies will be able to complete their degree with classes offered through June 2011. They will have full faculty support and the option of taking additional course work in Visual Communication Design (VCD), Industrial Design (ID), and/or new courses in Interaction Design (IXD). The proposed Interaction Design BFA can be completed in the same amount of time as the Design Studies BA. Students will be selected into IXD as they were into Design Studies and are presently selected into VCD and ID. Please see attached curriculum chart that outlines the pattern and nature of course work offered in Design.

Interaction Design: Focus, Goals, Practice

Interaction Design defines the structure and behavior of interactive products and services. Interaction Designers create compelling relationships between people and the interactive systems they use, from computers to mobile devices to appliances. Interaction Designers lay the groundwork for intangible experiences.

The need for well educated interaction designers for the development of new interactive products, systems and services has increased exponentially in recent years in virtually all industries. Interactive systems are present in many areas in everyday life where people coordinate tasks and engage in activities in collaboration with others, facilitated through technology. Examples range from mobile phones to computer software, from GPS systems for cars or navigation in the open ocean, and information systems that support the work of expert practitioners in technology-driven domains such as aviation, medicine, and process control.

Central themes in interaction design are the study of interaction in context and the development of compelling new designs for dynamic and interactive information representations, experiences of use, affordances, activities, processes, and systems. In the course of design development, Interaction Designers balance the different views expressed by prospective users, clients, and technology developers. As advocates for a human-centered design process, Interaction designers mediate between available technologies and the perspectives of prospective users of the technology to develop design concepts that are useful, understandable, and usable. Their expertise comprises envisioning the future of

interactions, communicate design concepts, and identify the means to bring the anticipated change about. New interactive technologies have a profound impact on practice, professions, and society - examples range from mobile phones, social platforms such as facebook and twitter, to electronic medical records and online banking

The Interaction Design program at the UW Division of Design educates and trains students in the concepts, methods, techniques and critical discourse in the emerging field of Interaction Design. It prepares students to innovate at the intersections between society, knowledge, and technology. Emphasis is placed on observation, evaluation, ideation, concept development, communication, and realization of design concepts as a mode of inquiry into the changing nature of everyday life and knowledge domains, driven by technology change.

Interaction Design is an inherently interdisciplinary field. The Interaction Design program at the Division of Design intersects with the division's Industrial Design and Visual Communication Design programs and is tied into the University of Washington's DUB initiative, a cross-campus coalition of faculty, researchers, students, and industry partners with human-computer interaction (HCI) focus.

In the course of the Interaction Design Undergraduate program, Interaction Design students will have an opportunity to experience design development in interdisciplinary IXD studios where they work with students from Human Centered Design and Engineering, Computer Science and Engineering, and the Information School on the design of interactive products, systems, and services. Collaborations with leading industry partners such as Microsoft, Intel, and Boeing provide the context for cutting edge design challenges in advanced studio and capstone projects.

Suggested reading: Interaction Design

Books
The Design of Everyday Things Donald Norman
Sketching User Experience: Getting the design right and the right design Bill Buxton
Designing Interactions Bill Moggridge
Designing for Interactions: Creating Innovative Applications and Devices Dan Saffer
Thoughts on Interaction Design Jon Kolko
Designing for People Henry Dreyfuss

Concepts
The Sciences of the Artificial Herbert Simon
The Reflective Practitioner Donald Schon
Things That Make Us Smart: Defending Human Attributes in the Age of the Machine Donald Norman
Understanding Computers and Cognition Terry Winograd and Fernando Flores
Cognition in the Wild Edwin Hutchins
The Ecological Approach to Visual Perception James J. Gibson
Making Use: Scenario-Based Design of Human-Computer Interactions John M. Carroll
Steps to an Ecology of Mind: Collected Essays in Anthropology, Psychiatry, Evolution, and Epistemology Gregory Bateson
Design Methods John Christopher Jones
Notes on the Synthesis of Form Christopher Alexander
The Timeless Way of Building Christopher Alexander
A Pattern Language Christopher Alexander

JOURNALS
INTERACTIONS
DESIGN STUDIES
DESIGN ISSUES
VISIBLE LANGUAGE

Research in Interaction Design

The UW Interaction Design program is interested in consulting on interaction design projects for corporate, municipal and non-profit organizations. Exposing students to client-based work contributes to their understanding of professional practice while allowing them the opportunity to apply their skills in an educational context.

Design consultation can take a variety of forms:

- The project is managed by a faculty member as part of an established undergraduate or graduate course.
- The project is managed by a faculty member as an independent study with a smaller group of selected students.

Submitting Interaction Design Research Proposals

To propose a sponsored interaction design project, please submit a brief description via e-mail to Assistant Professor Axel Roesler, at roesler@u.washington.edu.

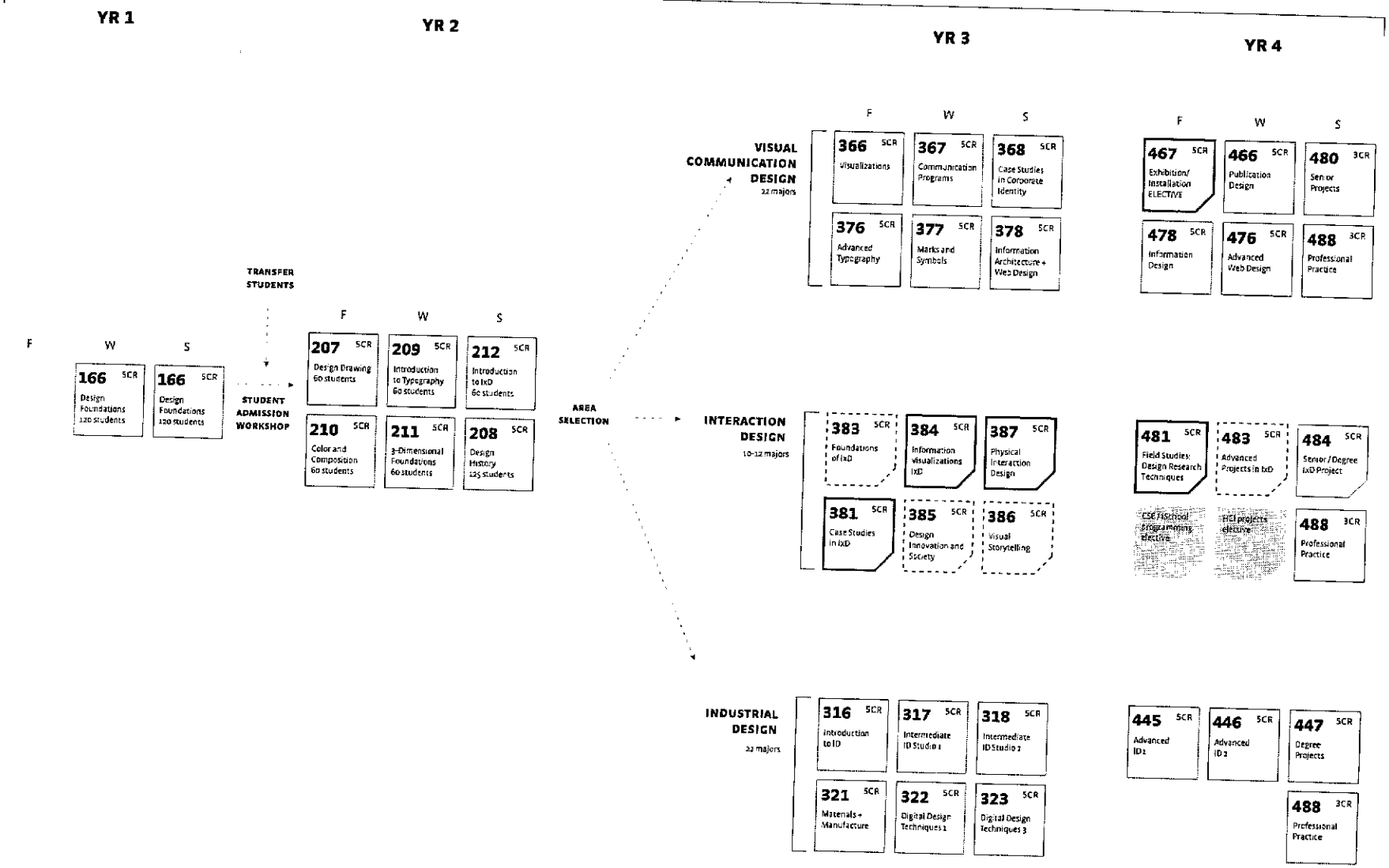
The faculty will review your proposal and suggest appropriate next steps based on its unique characteristics and requirements.

To be eligible, your proposal must:

- Clearly describe the design-related problem to be solved. We are most interested in design projects which have a seriousness of purpose. The project should contribute to the larger goals of society and business.
- Guarantee significant involvement from the proposing organization. There must be one person assigned as the decision maker and primary client contact. This person should be available to interact with the program in person and/or by e-mail an average of 1-3 hours per week. This time will likely be disproportionately weighted towards the beginning and end of the project.
- Include project timeframe and budget. All projects must include a realistic budget to cover project supplies as well as student and departmental compensation. Please note that we do not support speculative design proposals.

See project/RESEARCH examples at www.depts.washington.edu/ixd

DESIGN MAJOR REQUIREMENTS



VCD = 88 credits core studio requirement + 92 general education credits to include 10 credits Art H* =180 degree credits
ID = 83 credits core studio requirement + 97 general education credits to include 10 credits Art H* = 180 degree credits
IxD = 83 credits core studio requirements = 97 general education credits to include 10 credits Art H*= 180 degree credits

Design students complete 10 credits of Art History as part of their general education requirements.
5 credits of Art H 203, 290, 380, 381, 382, 384 or 497
5 credits non-western Art H 205, 206, 212, 215, 230, 233, 306, 310, 311,313, 315, 318 or 377

Notched squares indicate courses that may be taken as electives

Dashed Lines indicate course that are open to both design majors and HCI concentration students from HCDE, iSchool and CSE (In exchange for design students taking HCI electives in their depts.)

Grey indicates courses that are suggested electives in HCDE, iSchool & CSE