IMED 2313 Syllabus  
BROOKHAVEN COMMUNITY COLLEGE

Instructor Information
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Course Information
Course Title: Project Analysis and Designs  
Course Number: IMED 2313  
Section Number: 21001
Semester/Year: Fall 2019
Credit Hours: 3 hours
Class Meeting Time/Location: B-222  
Certification Date: 9/9/2019
Last Day to Withdraw: 11/14/2019

Course Prerequisites
Prerequisite Recommended: Completion of two semesters of multimedia coursework.

Course Description
Application of the planning and production processes for digital media projects. Emphasis on copyright and other legal issues, content design and production management. This course may be repeated if topics and learning outcomes vary. (2 Lec., 4 Lab.)
Course Objective

Continued instruction to the fields of User Experience (UX) and User Interface (UI) design is the object of this course. The course will focus on mastering the user-centered design process, specifically for iPhone applications. Individuals will practice gathering user data to gain a deeper understanding of user needs, wants, and limitations. Emphasis will be given on translating user data into design concepts to create unique iPhone user experiences. The course wraps up introducing students to an industry standard prototyping tool to form working models of their app designs.

Student Learning Outcomes

- Master the user-centered design process conducted by UX/UI industry experts.
- Discuss the principles set forth in the iPhone Human Interface Guidelines (HIG).
- Understand iPhone hardware and how it relates to application design teams.
- Conduct user research utilizing a variety of research methods.
- Analyze user research findings into personas, scenarios, and user journeys.
- Conduct a competitor’s analysis to evaluate key players in the field.
- Write planning documents to define app mission, architecture, and functionalities.
- Brainstorm, sketch and mockup app concepts based on user needs.
- Prototype app concepts using an industry standard prototyping tool.
- Explain the importance and variety of usability testing methods used for apps.
- Illustrate design best practices for an app’s user interface and visual design.
- Demonstrate the use of the cyclical, iterative process in design work.
- Learn to give and accept critiques of design ideas as part of the UX/UI process.

Required Course Materials


Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.
Graded Work
The tables below provide a summary of the graded work in this course and an explanation of how your final course grade will be calculated.

Summary of Graded Work

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam</td>
<td>2 @ 100 points</td>
<td>200 points</td>
</tr>
<tr>
<td>Assignments</td>
<td>5 @ 50 points</td>
<td>250 points</td>
</tr>
<tr>
<td>Mid Semester Project</td>
<td>1 @ 200 points each</td>
<td>200 points</td>
</tr>
<tr>
<td>Final Project</td>
<td>1 @ 350 points each</td>
<td>350 points</td>
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</tbody>
</table>

**TOTAL: 1,000 points**

Final Grade

<table>
<thead>
<tr>
<th>Points</th>
<th>Percentages</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>900-1,000</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>700-799</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>600-699</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>0-599</td>
<td>0-59%</td>
<td>F</td>
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</tbody>
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Description of Graded Work

**Exams:** The exams each have 10 true/false and multiple-choice questions you must answer within a 40-minute time-limit. You will be allowed one attempt for each exam.

**Assignments:** Assignments are based on key concepts discussed in chapter readings and lectures. They range from in class exercises and take home assignments.

**Mid Semester Project:** Project is analyzing an existing iPhone app to improve its UX/UI design that is not working in the current app.

**Final Project:** The final project is brainstorming, sketching, and prototyping an original app concept based on user needs discovered during the research process.
Attendance and Your Final Grade
Students are expected to attend class regularly and be on time. Missing a significant number of classes will likely have a negative impact on your final grade, as you will have fewer opportunities to participate in class exercises. You must be in class to receive credit for class exercises, as these are intended to be done during class time.

Late Work Policy
Assignments are due on the date outlined in the course schedule. Late assignments will not be accepted unless you notify your instructor ahead of time and receive approval to submit your assignment after the deadline.

Other Course Policies

Submitting Required Work: All work is to be submitted through eCampus throughout the semester. Do not e-mail work to your instructor.

Open Lab Hours: Open lab hours are available to any enrolled student, online or campus student, however access is limited to scheduled open lab hours. Open lab hours are normally posted within the first two weeks of the semester. To use the computers in either lab, login with ‘Student’ as the id and password. Bring a USB Flash/thumb drive to save the work you create in the labs.

The Mac lab is in the B-Building where this section of the class is taught. There are 2 computer labs: B-225 and B 227. All software is available on Macintosh OSX computers and all computers have Internet access. The lab assistant is available for questions concerning operation of the Mac Computers and help with printing, saving and opening files and some software questions. Although our lab assistants use and understand most software that we teach, they have many responsibilities and cannot sit with students individually and tutor. They will answer a few questions and help as they can, however if you totally do not understand an assignment, email your instructor. Make sure you bring your textbook with you to lab.

The PC lab is in K107. It is normally open M-Th 9-9, Fri 9-2, however this may change. Hours will be posted outside the lab. To use the computers, stop by the lab assistant’s office for access. Although the PCs are provided for student use, and Photoshop is installed on the computers, the lab assistant is NOT available for questions or help with software in this lab.
Institutional Policies

Institutional Policies relating to this course can be accessed using the link below. These policies include information about tutoring, Disabilities Services, class drop and repeat options, Title IX, and more.

Brookhaven Institutional Policies (http://www.brookhavencollege.edu/syllabipolicies)

Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Readings &amp; Assignments</th>
</tr>
</thead>
</table>
| 1-2  | Unit 1 – Orientation, iPhone Application & Device Overview | Chapter 1: iPhone Application Overview  
Chapter 2: iPhone Device Overview  
Asgmt #1 |
| 3-4  | Unit 2 – User Research Methods | Chapter 3: Introduction to User Research  
Asgmt #2 |
| 5    | Unit 3 – User Research Analysis | Chapter 4: Analyzing User Research |
| 6    | Unit 4 – Competitive Landscape | Chapter 5: Evaluating the Competition  
Asgmt #3 |
| 7    | Unit 5 – Ideate App Ideas | Chapter 6: Exploring App Concepts  
Mid Semester Project |
| 8-9  | Unit 6 – Prototype App Ideas | Chapter 7: Prototyping App Concepts  
Asgmt #4  
Exam #1 (Chapters 1-5) |
| 10-11| Unit 7 – Usability Testing of Ideas | Chapter 8: Usability-Testing App Concepts  
Process Book Review |
| 12   | Unit 8 – UI Design | Chapter 9: User Interface Design  
Asgmt #5 |
| 13   | Unit 9 – Visual Structure | Chapter 10: Visual Design |
| 14   | Thanksgiving Week – No Classes | – |
| 15-16| Dead/Finals Week | Final Project Critique  
Exam #2 (Chapters 6-10) |