Instructor: Sandy Harris  
Phone: 972.860.4215  
Office: B-233  
Office Hours: Monday & Wednesday 10:30am-12:00pm, Tuesday 11:00-12:00pm, Thursday 4:00-5:00pm  
E-mail: sandyharris@dcccd.edu  

Please note: E-mails will be returned within 48-hours when received.

IMED 1316 WEB DESIGN I (3)  
This course provides the foundation for understanding the basic principles of User Experience (UX) design as it relates to how people interact with technology. (2 Lec., 4 Lab.)

COURSE OBJECTIVE  
The objective of this course is to introduce the fields of User Experience (UX) and User Interface (UI) design. Individuals will gain an understanding of the work involved in UX/UI design projects. Incorporating a user centered focus into the design process is reviewed to achieve usable digital experiences. Individuals will also be introduced to different research methodologies to discover and assess user needs. By dissecting the UX/UI design and research process, it will demonstrate how good user experiences are born from a cyclical, iterative process that considers a user’s needs up front.

COURSE OVERVIEW  
The first part of the semester will focus on the history of the industry and the creation of interactions a person can have with a product or service. What makes up a good user experience will also be reviewed, along with the array of disciplines that makes up the practice of UX design. Once a basic understanding of UX design has been established, concentration is given to the steps involved in making a digital experience useful, usable, and pleasurable to use. During this time, students will be introduced to the user-centered design process used in UX/UI design projects. The second half of the semester students will be introduced to research methods used to determine the needs, wants, and limitations of users. Discussion will also pinpoint tactics used by the industry in making sense of raw user data by placing it into a meaningful format. The semester wraps up with a review of prototypes at multiple levels of fidelity.

PREREQUISITES  
A basic knowledge of MAC OS X, file management, the Internet, e-mail, and a graphics program.

TEXT & MATERIALS  
LEARNING OUTCOMES
Successful completion of this course will enable the student to:

- Identify a broad range of interactions a person can have with an organization.
- Demonstrate knowledge of what makes a good and bad user experience.
- Describe how to apply a user-centered focus into the design process.
- Know the benefits of using a user-centered approach in the design process.
- Explain the types of research methods used to gather user information.
- Understand how to analyze data collected and place it into a useful format.
- Learn how to convey user research findings with personas and scenarios.
- Understand why the process of user experience design is a cyclical, iterative process.
- Describe the different types of prototypes at multiple levels of fidelity.

COURSE EVALUATION/GRADING SCHEME
The following percentage breakdown will be used in determining the grade for the course:

<table>
<thead>
<tr>
<th>Component</th>
<th>Maximum Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term exam</td>
<td>150</td>
</tr>
<tr>
<td>Final exam</td>
<td>200</td>
</tr>
<tr>
<td>6 UX activities</td>
<td>300</td>
</tr>
<tr>
<td>5-page book report</td>
<td>300</td>
</tr>
<tr>
<td>Class participation</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

The following shows the grading scale to be used to determine the letter grade:

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 – 1000</td>
<td>A</td>
</tr>
<tr>
<td>800 – 899</td>
<td>B</td>
</tr>
<tr>
<td>700 – 799</td>
<td>C</td>
</tr>
<tr>
<td>600 – 699</td>
<td>D</td>
</tr>
<tr>
<td>000 – 599</td>
<td>F</td>
</tr>
</tbody>
</table>
COURSE OUTLINE

WEEKS 1-2: Unit One - Overview of UX/UI Design
During this time, students will get familiar with a board range of interactions a person can have with a product, service, or organization. The sum of these interactions will be examined and how it can reflect the end-user’s perceived experience with the organization’s brand. Factors that affect the overall user experience with a product will also be addressed, along with the skew of disciplines that makes up UX/UI design.

WEEK 3: Unit Two – Approaches to UX/UI Projects
This unit reviews the different approaches used to tackle UX/UI projects. The characteristics of each different approach are scrutinized. Special attention is given to the user-centered design (UCD) framework, which considers a user’s needs up front and throughout the design and development process.

WEEKS 4-5: Unit Three – Introduction to Design Strategy
In this unit, students will learn the basics of the product and project planning process that takes place at the beginning of the UX/UI design process. They will become familiar with defining a vision for the end state of a project and determining the tactics needed to execute on that vision.

WEEKS 6-8: Unit Four – Understand the User Context
This unit introduces research methods to acquire a deep understanding of user’s needs and how these needs are being met. Qualitative and quantitative research is also discussed. Additionally, students will learn how to recruit subjects for research data and collect good data by asking the right questions. By becoming aware of the various research methods, students will learn how to understand the emotional, cultural, and aesthetic context of their users to come up with successful usable designs.

WEEK 9-10: Unit Five – Making Sense of User Research Data
This unit examines tactics to organize raw research data into a format that can be easily understood by the design team. Story telling, models, visualizations, and personas are discussed to make unstructured data into something helpful and actionable for designers.

WEEKS 11-12: Unit Six – Ideation and Concept Development
Students will learn the art of ideation to generate many concepts as rapidly as possible. The purpose of brainstorming is analyzed, along with quantity not quality as being the key to coming up with a list of possible solutions. The ‘rules’ of brainstorming will be discussed in terms of proper tools and guidelines required. The unit wraps up with the introduction of design principles in selecting the best idea that is valuable and feasible for the target audience.

WEEKS 13-14: Unit Seven – Refine, Sketch, Iterate
This unit focuses on the execution of the concept at hand. Types of constraints will be reviewed, which design depends largely on. The flexibility, speed, and ease of sketching on a piece of paper will be emphasized for rapid conception. Attention is placed on making smart, deliberate choices through the iterations of design concepts.

WEEKS 15-16: Unit Eight – Prototype and Test Design Concept
In this unit, prototyping and testing a design concept is reviewed. The different types of prototypes are analyzed, along with their benefits and disadvantages. The use of mood boards and creating a design morgue are introduced as a basis to stimulate creativity. The unit wraps up with ways one can test their prototype to increase the like hood of success.
COURSE POLICIES

LATE WORK: This course is not self-paced. 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.

EXAMINATION POLICY: This class relies mainly on practical hands-on lab assignments, however there are two timed exams over your reading assignments and lecture material that must be taken and submitted when due. You will find the exams located in the “Exams” folder. An exam is only available during a short time period, usually two-weeks. After the due date, the exam is no longer available. Please make sure you take the exam prior to the due date. You are responsible for taking the exam by the due date. No late exams allowed (except for a documented medical or family emergencies).

ATTENDANCE: Students are expected to attend class regularly. Although attendance is not specifically graded, missing a significant number of classes will likely have a negative impact on your class participation grade, as you will have fewer opportunities to participate in in-class assignments. Class participation is being present, in class, for lectures, in class exercises and class discussions. You will not get credit for an in-class assignment if you are not present in class.

CELL PHONES: All cell phones should be turned off or set to vibrate during class. You are not permitted to text or e-mail during class. Please be courteous to your instructor and classmates by arriving on time and settling into your seat before class begins.

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.

INSTITUTIONAL POLICIES
Institutional Policies relating to this course can be accessed from the following link

DROPPING OR WITHDRAWING FROM CLASSES: If you are unable to complete this course, it is your responsibility to officially withdraw by the official drop date WEDNESDAY, APRIL 17 for this course. Failure to do so will result in a performance grade, usually an F. If you drop a class or withdraw from the college before the official drop deadline, you will receive a W (withdraw). For more information, the Withdrawal Policy can be accessed from the following link https://www.brookhavencollege.edu/apply-reg/reg/pages/dropwithdraw.aspx.

INSTRUCTOR’S RIGHT TO MODIFY: The instructor has the right to add, delete, or revise segments of this course syllabus.