

Siena Heights University Syllabus — Fall 2017

ARG 330 / ART 330 “USER EXPERIENCE/ USER INTERFACE DESIGN”

3 credit hours

Studio Angelico, Studio 8

MON | WED 8:30-11:30am

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Office Hours: TUE | THUR 1-3:30pm and by appointment

Course Description:

Get an introduction to the basic principles of web design and UX/UI, emphasizing user research, qualitative and quantitative analysis, interview strategies, user testing, and prototyping. Learn industry standard technology (POP, Balsamiq, OmniGraffle) to analyze common design patterns and develop effective deliverables.

Course Outcomes:

This course will introduce students to contemporary practices of designing across varied electronic platforms (mobile, web, wearables, etc.) and prepare them for application of UX/UI principles beyond the classroom. The course will begin with an understanding of user's dilemmas (UX) through methods of inquiry and research, and will progress to generating deliverables using both hand-drawn and digital techniques (UI). Students will propose a project and, using the course methodology and terminology, will complete a finalized digital design (part of the Final Portfolio) for mobile or web by semester's end.

Reading Requirements:

Textbooks are not required for this course, but readings will be assigned to you on a regular basis for the duration of the class. These will primarily be online. We will be discussing these in class the day following their assignment and your active discussion counts towards your participation grade. Additionally, you are required to purchase supplies listed below.

Course Requirements:

General

Students will be expected to complete assignments in and out of class, readings, a midterm review and a final portfolio review. Though much of the in-class work will be done collaboratively, be prepared to fully participate in the life of the UX/UI class individually; this means completing assignments on time, regular attendance (see Attendance), **good studio etiquette (good attitude, good work ethic, being respectful to your peers)**, and participation in class discussions and critiques.

Missed assignments can be discussed with the professor — these may be made up, but each student must attend mid-term and final critiques. Students will maintain a sketchbook throughout the semester including notes and design outcome information (see below). The sketchbook must accompany you every day you are in this class.

Design Outcomes

The students will:

- **Understand the function of a UX/UI role** and where this fits in the context of “Designer”
- **Determine + Present the *project ecosystem*** by: conducting research on company history/ culture, pinpointing user needs, and identifying other people/departments needed
- **Learn multiple Design methods** via: Waterfall approach, Agile Approaches, Modified Approaches
- **Conduct user research** through: defining user groups, choosing research techniques and refining interviewing techniques
- **Develop Personas, Storyboards, Taskflows, Wireframes and Prototypes**
- Learn to feel comfortable **iterating quickly** with pen and pencil
- **Work productively and diligently**
- **Use appropriate design terminology**

Learning Strategies

The professor will provide:

- Presentations and technical demonstrations as required
- Lectures describing historic (Human Computer Interaction) and contemporary practices provided to support student's studio work
- Daily consultation with students
- Group critiques
- Supplemental reading
- Integration of industry standard technologies

Art Department Learning Outcomes

For a full list, please visit MySiena.

Grading Policy:

Student work will be assessed at midterm and at the end of the term. Assignments will be weighted equally.

Homework assignments	15%
Quizzes	15%
In-Class work	20%
Participation	20%
Final Portfolio Review	30%

Grading Scale:

- A+ (100%) means that you **perfectly** demonstrated assessment criteria.
A (99%-90%) means that you **thoroughly** demonstrated assessment criteria.
B (89%-80%) means that you **sufficiently** demonstrated assessment criteria.
C (79%-70%) means that you demonstrated **some** of the assessment criteria.
D (69%-60%) means that you demonstrated **a little** of the assessment criteria.
F (below 60%) means that you demonstrated **none** of the assessment criteria.

Studio Work Time Policy:

Five in-class hours per week should be used to their fullest extent. This means arriving on time (see below), coming to class prepared with materials, and turning in assignments when required. Plan on devoting four hours per week outside of scheduled studio time to completing assignments, watching supplemental video, reading supplemental articles and working towards your final portfolio review.

Attendance/Lateness Policy:

Because this class is structured on a workshop/demonstration format, **attendance from beginning to end of class and punctuality are mandatory**. One absence will be permitted. If you need to be absent for any reason, please email me in advance — this includes Athletes. **If you must miss class because of an athletic event, you must notify the professor a day prior to the absence and must make this work up.**

Absences include missing class, attending class but not working, leaving class and not returning without prior explanation, not working until the end of class, excessive lateness (more than 15 minutes late). Grades will decrease $\frac{1}{2}$ grade for each absence thereafter. Lateness is not an acceptable behaviour. Being late twice will equal $\frac{1}{2}$ absence, therefore being late four times will equal one absence. Be on time and be prepared to work. Your colleagues are counting on you!

Cell Phone and Music Policy:

Students are not allowed to use hand-held electronic devices in this class unless specifically directed to do so. If you need to know the time, ask the professor. No texting or other uses of handheld electronic devices including cellphones and iPods are permitted. Wait until the end of class to add assignments to your calendars. If you are found using these devices for activities other than in-class prototyping, you will be asked to hand them over until the end of class. This behaviour falls under **good studio etiquette** guidelines and counts against your participation grade as it is distracting. **Music, when appropriate, will be communal.**

Academic Accommodations Policy:

Section 504 of the Rehabilitation Act of 1973 (section 504), prohibits discrimination on the basis of physical or mental disability (29 U.S.C. Section 794). Siena Heights University is committed to furnishing appropriate auxiliary aids and services where necessary to afford any student with a disability an equal opportunity to participate in, and enjoy the benefits of a service, program, or activity conducted by a public entity.

An Academically qualified (has met admission standards) student with a disability who is in need of auxiliary aids/services is obligated to provide detailed documentation of the nature of the disabling condition to the Office of Accessibility (303 Sacred Heart Hall/ (517) 264-7683). The student will discuss with the coordinator of the OA how the disability impacts performance in the academic setting. The student should initiate this process at the beginning of the semester, so that accommodations may be arranged before the student experiences difficulty. This process is not retroactive — a student may not disclose a disability in order to retake a failed test, or redo a failed portfolio review. Once appropriate accommodations/services have been determined, the student presents a Letter of Accommodation (provided after consultation with the coordinator of the OA) to his/her course teaching staff and discusses a plan for implementing the accommodation/service.

Academic Dishonesty Policy:

Any form of academic dishonesty, as defined in the 2014-2016 Siena Heights University Catalog, page 317, will result in the student failing this course. A pdf of the catalog is available online at:

http://sienaheights.edu/Portals/0/Undergraduate%20Catalog%202014-16%20Final_web.pdf

You are responsible for upholding the standards described in this policy even if you have never read it.

Supplies for In-Class Assignments:

- 1 x Laptop
- 1 x Mobile Phone (smartphone of any make/model)
- Evernote for your Laptop: <https://evernote.com/evernote/>
- 1 x Sketchbook/Journal with grid paper
 - You may choose whatever brand you would like, however this should be at least 6"x8"
 - Example:
 - Fabriano EcoQua: <http://www.dickblick.com/items/77824-2020/>
- Set of Markers
 - 1 x Cool Grey 30% (dual tipped for light highlights): <http://www.utrechtart.com/Blick-Studio-Brush-Marker--Cool-Gray-30--MP-24532-015-i1034055.utrecht>
 - 1 x Cool Grey 50% (dual tipped for medium highlights): <http://www.utrechtart.com/Blick-Studio-Brush-Marker--Cool-Gray-50--MP-24532-017-i1034053.utrecht>
 - 1 x Cool Grey 70% (dual tipped for dark shadows): <http://www.utrechtart.com/Blick-Studio-Brush-Marker--Cool-Gray-70--MP-24532-019-i1034051.utrecht>
 - 1 x Poppy Red (for emphasis): <http://www.utrechtart.com/Blick-Studio-Brush-Marker--Poppy-Red-MP-24532-029-i1034041.utrecht>
 - 1 x Honey Yellow (please use this in place of a highlighter which has a tendency to bleed, stain and run): <http://www.utrechtart.com/Blick-Studio-Brush-Marker--Honey-Yellow-MP-24532-023-i1034047.utrecht>
 - 1 x .45mm Pigma Micron Pen, Black (for general work): <http://www.utrechtart.com/Pigma-Micron-Pen--Black-MP-20702-005-i1010800.utrecht>
 - 1 x .35mm Pigma Micron Pen, Red (for annotations): <http://www.utrechtart.com/Pigma-Micron-Pen--Red-MP-20702-006-i1010806.utrecht>
 - 1 x 1mm Pigma Micron Pen, Black (for thicker lines): <http://www.utrechtart.com/Pigma-Graphic-Pen--Black-MP-20702-002-i1010583.utrecht>
- 1 x Stack of regular sized (3"x3") Post-it notes
- You will be required to sign up for a Free, 30 Day Trial for Balasmiq and InVision. You may discontinue using these programs (or subscribe) following the conclusion of the course.
- You will also be required to sign up to use Pop Prototyping on Paper for phone. This is Free for x2 projects.

Course Schedule:

This schedule is subject to change as the professor sees fit, based on the needs of the class.

Aug. 28- 30	Introductions, go over syllabus, introduce online resources — purchase supplies for beginning of class Sept 11. Brief HCI overview, Discuss differences of UX/UI/Graphic Designers. Begin thinking about a unique problem that needs solving.
Sept. 4-6	Labor Day September 4 - No Class. *** Bring laptops starting with this class.*** Lecture on Project Ecosystem, develop strategy from a list of provided sites. Twister.
Sept. 11-13	*** Supplies due by start of class.*** Discuss design methods: Waterfall, Agile, Modified. Practice in groups. User Research introduction: Defining — attributes, prioritize and define.
Sept. 18-20	User Research cont'd: Research Techniques — interviews, contextual inquiry, surveys. User Research cont'd: Research Techniques — focus groups, card sorting, usability testing.
Sept. 25-27	Quiz 1. Lecture on value of Personas. Personas: Creating — minimum content information, advanced personas. Personas: Empathy map, in-class exercise.
Oct. 2-4	Content Strategy: Develop strategy for project through remainder of semester. Work in class on Persona presentation - refine. Work day to finish up incomplete work.
Oct. 9-11	Site maps and user flows: Information Architecture. Site maps and user flows: Information Architecture. Sign up sheet posted for midterm critiques.
Oct. 16-18	Lecture on Wireframes. Work with pen and notebook to iterate using a more agile Method. Midterm Critiques (individual).
Oct. 23-25	Develop finalized wireframes with professor using pen and notebook for transition into digital wireframes. Quiz 2. Demo on Pop. Prototyping with Pop.

Oct. 30- Nov. 1	Lecture on User Testing. Continue to prototype with Pop.
Nov. 6- Nov. 8	Class review and critique of Pop prototypes. Introduce prototyping tools: Balsamiq, Axure, OminiGraffle, UXPin, InVision. Use Balsamiq and InVision.
Nov. 13-15	High fidelity wireframing and prototyping: Balsamiq. Break into groups using same application to demonstrate application assets of each.
Nov. 20-22	Quiz 3. Work in class to refine projects and discuss with the professor. Thanksgiving Nov 22 — No class.
Nov. 27-29	Transition from UX to UI. Introduce design principles: visual design, interaction, psychology, how to create own guiding principles. High Fidelity mockup of 3 pages (mobile or Web).
Dec. 4-6	Work in class on high fidelity wireframes (all pages) and high fidelity mockup (3 pages). Final Group Presentations of portfolio and high fidelity site (Invision) due.
Dec. 11	Final Group Presentations of portfolio and high fidelity site (Invision) due (cont.).