

UNIVERSITY OF NORTH TEXAS

COURSE SYLLABUS

Course Information

Course Number: ADES 5460.501

Course Title: Contextual Research Methods

Instructor Information:

Instructor: Brian Sullivan
Office: ART 3-245F
Office Hours: by appointment only
Email: brian.sullivan@unt.edu

Class Information:

- Tuesday and Thursday (08:00 to 10:50 am)
- 3 credit hours
- Room CVAD 282

Course Description:

This class introduces students to contextual research methods for discovery, generative, evaluative and ongoing research.

Course Objectives

- Demonstrate a working familiarity with basic research theory and methods.
- Know how to plan for user research based on the client needs.
- Recruit the user participants and develop a screening survey.
- Working knowledge of the different types of user research.
- Apply different methods for discovery, generative, and evaluative research.
- Understand how to synthesize research to create meaningful insights quickly.
- Show the ability to make recommendations based on user research.
- Create high-quality research presentations to deliver to clients in the future.
- Deliver a final presentation with executive presence during their presentation.
- Demonstrate the ability to collaborate with classmates and work effectively in groups.

Required

- Van Edwards, Vanessa (Penguin 2022). *Cues: Master the Secret Language of Charismatic Communication*
- Hall, Erika (Mule Books 2024). *Just Enough Research*.

Other Course Material

This class will have videos, discussions, templates, and toolkits for the students to use.

Course Structure:

This course is scheduled to meet on Tuesday and Thursday mornings from 0800 to 1050 am. Individual and team assignments will occur throughout the semester.

Course Risk Factor:

This class has been assigned a *LEVEL 1 Risk Rating*, a course in which students are exposed to some minor hazards (most particularly, repeated computer usage) but are not likely to suffer bodily harm.

Evaluation/Grading:

Maximum number of points a student can earn for design and concept is a total of 100%. You will be graded on the following criteria:

- Research and Analysis: proficiency, flexibility, clarity, logical inferences
- Design: presentation, technical proficiency, design/ideation
- Performance: attitude, deadlines, participation, engagement, proactivity/curiosity
- Professionalism: presentation, follows instructions, critique, class interactions

Attendance Policy:

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You be considered late if you arrive after roll is taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent.

You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Only three (3) unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The sixth unexcused absence will lower your grade by three letter grades and so on.

A total of seven absences, excused or unexcused, will result in you receiving a failing grade (F) for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor's note on his/her stationary with a telephone number. The doctor's note must be presented at the next class. A receipt is unacceptable. If you are more than thirty minutes late, it will be counted as an unexcused absence.

If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects. Incomplete daily work may result in additional unexcused absences at the discretion of the professor.

Absolutely no incomplete grades will be issued without clearly documented proof of circumstances beyond an individual student's control to complete the course.

Accommodation & Emergencies

The College of Visual Arts and Design is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the College will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Disability Accommodation (ODA) and to inform me of your need for accommodation. Requests for accommodation must be given to me no later than the first week of classes for students registered with the ODA as of the beginning of the current semester. If you register with the ODA after the first week of classes, your accommodation requests will be considered after this deadline. Grades assigned before accommodation is provided will not be changed.

Information about how to obtain academic accommodation can be found in UNT Policy 18.1.14, at www.unt.edu/oda, and by visiting the ODA in Room 321 of the University Union. You also may call the ODA at 940.565.4323."

In case of emergency (alarm will sound), please follow the building evacuation plans posted on each floor of your building and proceed to the nearest parking lot. In case of tornado (campus sirens will sound).or other weather-related threat, please go to the nearest hallway or room on your floor without exterior windows and remain there until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

Electronic Devices

Cell phones should be turned off when class begins. Laptops will only be opened for in class work. No checking email or text messaging will be allowed. Failure to comply with this rule may result in point deductions in the professionalism section of your grade or an unexcused absence at the discretion of the professor. Consistent violations of this policy will result in forfeiture of phone at the beginning of each class. Let your instructor know in advance if you have an extenuating circumstance with regard to the above rules.

Grading Policy

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

- A: 90-100% (Outstanding, excellent work. The student is well above the minimum criteria.)
- B: 80-89% (Good, impressive work. The student performs above the minimum criteria.)
- C: 70-79% (Solid, college-level work. The student meets the criteria of the assignment.)
- D: 60-69% (Below average work. The student fails to meet the minimum criteria.)
- F: 59 and below (Sub-par work. The student fails to complete the assignment.)

Late Work

I will not accept late work in this course. All work turned in after the deadline will receive a grade of zero unless the student has a university-excused absence (see policy). Student must provide documentation with 48 hours of the missed deadline.

Turnaround Time

I aim to return graded work to you within one week of the due date. When this is not possible, I will send an announcement to the class.

Grade Disputes

You are required to wait 24 hours before contacting me to dispute a grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a meeting (I cannot discuss grades over email).

You should come to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.

Extra Credit

There are no extra credit opportunities in this course.

Student Rights and Responsibilities:

Each University of North Texas student is entitled to certain rights associated with higher education institutions. See www.unt.edu/csrr for further information.

Financial Aid Satisfactory Academic Progress:

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing the required number of credit hours based on total registered hours per term.

Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

Faculty Evaluation

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized courses at UNT. This short survey will be made available to you at the end of the semester so that you can offer constructive criticism regarding how this class is taught.

Plagiarism

Plagiarism is a serious violation of UNT's code of academic conduct. Please review the UNT Code of Student Conduct and Discipline to understand the specific policies, penalties, and the appeals process. Penalties can range from the reduction of a grade to revoking an academic degree.

Class Schedule

The class schedule, assignments, discussions, and activities are on Canvas.

Changes

The instructor has the right to change the course syllabus and schedule without notice.