

Applied Design Principles & Practices/SPDA 3030/501

Instructor Information

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Course Description, Structure, and Objectives

Good design expresses insight into human behavior, psychology, perception, and meaning-making. This course balances a scholarly understanding of design with the practical execution of the design. The course surveys design principles applicable to a variety of industries and professions.. You will gain a foundational understanding of universal laws of design, human factors, and design methodologies that you may use throughout your education and career. For non-art/design majors only.

The course is divided into weekly modules, each building upon the previous one. The course integrates your project with the principles we are studying whenever possible. I also strive to expose you to the skills you need to succeed professionally.

These skills include:

- Problem-Solving:** Developing skills to identify design problems, analyze them, and propose effective solutions.
- Design Thinking:** Understanding the principles of design thinking, a problem-solving approach that emphasizes empathy, ideation, and prototyping.
- User-Centered Design:** Focusing on designing products, services, or experiences with the end user in mind, involving user research, personas, and usability testing.
- Critical Thinking:** Analyzing and evaluating design choices critically, considering their impact on the user and the overall design objectives.
- Ethical Considerations in Design:** Considering ethical implications in design decisions, including accessibility, inclusivity, and environmental sustainability.
- Collaboration and Communication:** Working effectively in a team, communicating design ideas to stakeholders, and incorporating feedback.

Upon successful completion of this course, you will:

- Identify principles of design in digital and analog objects
- Create artifacts using design principles
- Explain and effectively execute a design process (application)
- Demonstrate ability to critique designs using design principles rather than opinions

How to Succeed in this Course

One important way to succeed in this course is to take responsibility for asking questions, seeking clarification, and participating in discussions. While I will make every effort to communicate my expectations and to explain assignments clearly, I will depend on you to request clarifications.

I encourage you to contact me via email or come see me during my office hours.

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time; however, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information, refer to the [Office of Disability Access](https://studentaffairs.unt.edu/office-disability-access) website (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at (940) 565-4323.

UNT strives to offer you a high-quality education and a supportive environment, so you learn and grow. As a faculty member, I am committed to helping you be successful as a student. To learn more about campus resources and information on how you can be successful at UNT, go to unt.edu/success and explore unt.edu/wellness. To get all your enrollment and student financial-related questions answered, go to scrappysays.unt.edu.

Supporting Your Success and Creating an Inclusive Learning Environment

I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and belonging. All discussions should be respectful and civil. Although disagreements and debates are encouraged, personal attacks are unacceptable. Together, we can ensure a safe and welcoming classroom for all. If you ever feel like this is not the case, please stop by my office and let me know. We are all learning together.

Required/Recommended Materials

Required reading materials:

- William Lidwell, Kritina Holden, Jill Butler (2010). Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design, Rockport Publishers; 2nd Second Edition, ISBN-10: 1592535879, ISBN-13: 978-1592535873
- Supplemental required reading materials will be posted on Canvas as Perusal assignments.

Required course materials:

- An unlined sketchbook
- Pencils
- A sharpie
- An ultra-fine point marker

Technology requirements for courses with digital materials:

- This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System. If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at Learn Anywhere (<https://online.unt.edu/learn>).

Course Requirements/Schedule

The first section of the course introduces you to design ethics, unpacks the question: What is Design? and identifies design principles in digital and analog objects while demonstrating your ability to critique designs using design principles rather than opinions. The remainder of the course targets specific design theories and principles to support you in creating artifacts using design principles and explaining and effectively executing a design process (application.)

			ACTIVITY
Week 1	16-Jan	INTRODUCTION ETHICS	Syllabus/Canvas Overview
	18-Jan		Canvas Plagarism
			In-Class AI
Week 2	23-Jan		Launch Design Analysis
	25-Jan		Launch Quiz
			Launch Semester Sketching
Week 3	30-Jan		Launch Understand the Project
	1-Feb		Launch The Project
Week 4	6-Feb		In-Class Sketching
	8-Feb		The Project - Literature Review
Week 5	13-Feb	PROCESS	Launch Improving Design Process
	15-Feb		The Project - Case Study
Week 6	20-Feb		Launch Improving Design Perception
	22-Feb		The Project - Design Proposal
Week 7	27-Feb	PERCEPTION	
	29-Feb		
Week 8	5-Mar		
	7-Mar		
Week 9	12-Mar	SPRING BREAK	
	14-Mar		
Week 10	19-Mar	APPEAL	Launch Improving Design Appeal
			The Project - Visual Component
	21-Mar		
Week 11	26-Mar		
	28-Mar		
Week 12	2-Apr	USABILITY	Launch Improving Design Usability
	4-Apr		
Week 13	9-Apr		
	11-Apr	LEARNING	Launch Improving Design Learning
Week 14	16-Apr		The Project - Reflection & Critique
	18-Apr		
Week 15	23-Apr		
	25-Apr		
Week 16	30-Apr		
	2-May		Last Class Meeting

You will be notified by Eagle Alert if there is a campus closing that will impact a class and the calendar is subject to change, citing the [Emergency Notifications and Procedures Policy \(https://policy.unt.edu/policy/06-049\)](https://policy.unt.edu/policy/06-049).

Assessing Your Work

Week	Topic	Assignment	Points Possible
1	Syllabus	Quiz	10 points
	Plagiarism	Quiz	10 points
1	Ethics	In-Class	20 points
	Ethical Reading Assignment	Discussion	85 points
2	Semester Sketching	Design Document	50 points
2	Principles & Theories	Quiz	100 points
3	Design Analysis	Written Assignment	100 points
4	Understanding the Project	Written Assignment	50 points
4	Sketch Challenge #1	In-Class	10 points
4	Literature Review	Written Assignment	75 points
5	Case Study	Written Assignment	100 points
4	Design Principles/Process	Written Assignment	20 points
4	Design Principles/Process	Quiz	10 points
5	Design Principles/Perception	Design Documents	20 points
5	Design Principles/Perception	Quiz	20 points
5	Sketch Challenge #2	In-Class	10 points
6	Design Principles/Appeal	Design Document	20 points
6	Design Principles/Appeal	Quiz	20 points
7	Design Principles/Usability	Design Document	20 points
7	Design Principles/Usability	Quiz	10 points
8	Design Principles/Learning	Design Document	20 points
8	Design Principles/Learning	Quiz	20 points
9-12	Design Proposal	Design Documents	100 points
13	Visual Representations	Design Documents	100 points
14	Reflection & Critique	Written Assignment	25 points
			1000

Assignment of Letter Grades:

A = 900-1000

B = 800-899

C = 700-799

D = 600-699

F = 0-599

Grades are based on mastery of the content. As a rule, I do not grade on a “curve” because that is a comparison of your outcomes to others. I do, however, encourage you to find opportunities to learn with and through others. Explore [Navigate’s Study Buddy \(https://navigate.unt.edu\)](https://navigate.unt.edu) tool to join study groups. Maximize your learning with our coaching staff at the Learning Center. Focus on areas where you are struggling in this course by attending scheduled study group sessions with me the week before each exam. Forward together!

Attendance and Participation

Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a university excused absence such as active military service, a religious holy day, or an official university function as stated in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). Please let me know if you cannot attend a class due to an emergency. Your safety and well-being are important to me.

Because this course involves collaboration, participation is essential to learning. Our project-based activities require actively engaging in discussions and group work. I understand tardiness and absences may occur. If you are late to class, please email me to let me know the circumstances. If you must miss class, please let me know before your absence.

UNT Policies

You can access these policies on the [Student Support Services & Policies](https://clear.unt.edu/student-support-services-policies) page (<https://clear.unt.edu/student-support-services-policies>).