ADES 1543

UX FOUNDATIONS
M/W 3:100 – 5:50
VIRTUAL

the syllabus ›› first steps in UX design ››

COURSE DESCRIPTION

Three course hours. This class will introduce students to basic thinking and skills relevant to UX design, research and practice. Students will also hone independent thinking, **time management** and critique skills necessary to success in a virtual online learning environment.

COURSE OBJECTIVES

1. Demonstrate understanding of basic UX principles and methods.
2. Demonstrate the ability to apply basic UX design principles and methods.
3. Demonstrate the ability to generate viable solutions to basic UX problems and challenges.
4. Demonstrate the ability to manage personal time and task completion.

REQUIRED BOOKS

UX For Beginners: A Crash Course in 100 Short Lessons, Joel Marsh
(O'Reilly Media, 2016)
ISBN-10: 1491912685

COURSE STRUCTURE

This class will be conducted entirely online. It will be extremely demanding in mental focus and commitment. You may expect that 50–60% of class time will be spent in critique and discussion of work completed outside of class. The remaining 40-50% will be spent in lecture.

GRADING CRITERIA

Students will be graded on work (exercises 1–5 and final project), class participation and attendance.

GRADE PERCENTAGES

Exercises 1–6 › 8% each, total 48% of final grade
Final Project › 30% of final grade
Class participation (constructive attitude, productive engagement) › 22% of final grade
Total › %100

RISK FACTOR

Risk Factor: 1. Being a virtual class, students will not be exposed to any materials, tools or environments that pose a risk while at school. However, in completion of projects in their own living or working spaces, students may expose themselves to their own personal risks.

DISABILITIES ACCOMMODATION

"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 an 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 an accommodation is provided will not be changed. Information about how to obtain academic accommodations 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."

EMERGENCIES

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 their until an all clear signal is sounded. Follow the instructions of your teachers and act accordingly.

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ATTENDANCE POLICY

Good attendance and punctuality are expected for this class. Roll will be taken every class. You may have 2 absences without penalty. Every absence after 2 can reduce your grade by 1 grade point, at the instructor's discretion. More than 5 absences will result in a failing grade for the course. 4 or more tardies can progressively reduce your course grade at the instructor's discretion.

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.

ZOOM PROTOCOLS

During online course times you will be required to (unless a prior arrangement has been made):
1. Attend and actively participate during the entire class period
2. Mute your microphone unless speaking or otherwise involved in class discussion
3. Have your camera on unless asked not to for connectivity or other reasons
4. Be respectful of your classmates and instructor

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.

PLAGIARISM

Plagiarism is literary or artistic theft. It is the false assumption of authorship; the wrongful act of taking the product of another person's mind and presenting it as one's own. Copying someone else's writing or art, intact or with inconsequential changes, and adding one's name to the result constitutes plagiarism. Plagiarism will result in the immediate failure of the class and may result in expulsion from the university. Disciplinary probation, suspension from the university, expulsion (permanent), or revocation of degree. (See student guidebook)

RIGHTS

& 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

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 a 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.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit http://financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course being doing so.

CHANGES

Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice to the students.

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the contract ›› sign it, digitize it, email it... ››

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

_____

NAME (PRINT)

_____

SIGNATURE

_____

DATE

Please fill in your contact information below:

_____

YOUR E-MAIL ADDRESS

_____

YOUR PERMANENT ADDRESS

_____

YOUR PHONE NUMBER

_____

YOUR CELL PHONE NUMBER

May we include your e-mail address on the Communication Design List Serve?
PLEASE CHECK: _____ **YES** _____ **NO**

May I include your e-mail address and phone number on a class phone list for distribution to the rest of the class?
PLEASE CHECK: _____ **YES** _____ **NO**

"I agree to the terms and conditions outlined in the _Permission to Use Student Work_ contract."

_____

PRINT NAME   **SIGNATURE**   **DATE**

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the schedule ›› fifteen weeks of UX "learnin'" ››

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WEEK 1 :: J 11-13

M

LECTURE: Class policies
                 Chapter 1: What is UX design

W

IN CLASS: Quiz and discussion: Chapter 1

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WEEK 2 :: J 18-20

M   **NO CLASS/MLK HOLIDAY**

W

LECTURE: Chapter 2: Aligning Goals

....

WEEK 3 :: J 25-27

M

LECTURE: Chapter 3: UX Behavior Basics

W

IN CLASS: Quiz and discussion: Chapters 2 & 3

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WEEK 4 :: F 1-3

M

LECTURE: Chapter 4: User Research
ASSIGN: Exercise 1 › Develop 1 example Persona

W

IN CLASS: Quiz and discussion: Chapter 4
CRITIQUE: Example Personas › Turn in all examples (DropBox upload)

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WEEK 5 :: F 8-10

M

LECTURE: Chapter 5: Mental Attributes
WATCH: Ted Talk: Dan Ariely: Decisions and Control
https://www.ted.com/talks/dan_ariely_are_we_in_control_of_our_own_decisions#t-1012948

W

IN CLASS: Quiz and discussion: Chapter 5

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WEEK 6 :: F 15-17

M

LECTURE: Chapter 6: Information Architecture
ASSIGN: Exercise 2 › Create site map of top two levels of small website
W

IN CLASS: Quiz and Discussion: Chapter 6
CRITIQUE: Exercise 2 › Site maps › Turn in all examples (DropBox upload)

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WEEK 7 :: F 22-24

M

LECTURE: Chapter 7: Designing User Behavior

W

IN CLASS: Quiz and Discussion: Chapter 7

WEEK 8 :: M 1-3

M

IN CLASS: Chapter 8: UX Visual Design Principles

ASSIGN: Exercise 3 › Redesign Landing and sub page of poorly executed website UI

W

IN CLASS: Quiz and discussion: Chapter 8

CRITIQUE: Exercise 3 › Redesigned website UI : Turn in all redesigns (DropBox upload)

WEEK 9 :: M 8-10

M

LECTURE: Chapter 9: Wire frames and Prototypes

ASSIGN: Exercise 4 › Develop Three level Wire frame

W

IN CLASS: Quiz and discussion: Chapter 9

CRITIQUE: Exercise 4 › Three level Wire frames › Turn in all wire frames (DropBox upload)

WEEK 10 :: M 15-17

M

LECTURE: Chapter 10: Psychology of UX

ASSIGN: Exercise 5 › Heuristic Redesign

W

IN CLASS: Quiz and discussion: Chapter 10

CRITIQUE: Exercise 5 › Heuristic Redesign › Turn in all Heuristic Redesigns (DropBox upload)

WEEK 11 :: M 22-24

M

LECTURE: Chapter 11: Copy writing and Persuasion

ASSIGN: Exercise 6 › Rewrite 5 ineffective headlines or copy points

W

CRITIQUE: Exercise 6 › Copy rewrites › turn in all rewrites (DropBox upload)

IN CLASS: Quiz and Discussion: Chapter 11

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WEEK 12 :: M 29-31

M

LECTURE: Chapter 13: Data Interpretation

W

IN CLASS: Quiz and discussion: Chapter 13
ASSIGN: Class Project: Design or Redesign compact user experience (digital or analogue)
                        Develop individual design and production schedules

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WEEK 13 :: A 5-7

M

CRITIQUE: Ongoing work: Final Project
ASSIGN: Ongoing work: Final Project

W

CRITIQUE: Ongoing work: Final Project
ASSIGN: Ongoing work: Final Project

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WEEK 14 :: A 12-14

M

CRITIQUE: Ongoing work: Final Project
ASSIGN: Ongoing work: Final Project

W

CRITIQUE: Ongoing work: Final Project
ASSIGN: Ongoing work: Final Project

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WEEK 15 :: A 19-21

M

CRITIQUE: Final review of all work and turn-in discussion

W

DUE: *Final Project (DropBox upload by 5:00 PM or no grade)*
IN CLASS: Class review and assessment form completion

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