course syllabus

COURSE DESCRIPTION //
Students learn planning, research, and design methods specific to the discipline of interaction design. Principles covered relate to information hierarchy, user/information interactions, user-experience, and usability. Students receive exposure to relevant interaction design trends as means to analyze how technology can be used to solve complex problems.

CREDITS AND PREREQUISITES //
ADES 3510 is a three unit course. Students must have successfully completed ADES 2520 and ADES 2530. Student must have been selected to continue in the program in the mid-point portfolio review.

COURSE OBJECTIVES //
The objectives of this course are to:
» Gain an understanding of what interaction design (IxD), user-interface design (UI), user-experience design (UX), and information architecture are.
» Understand the methods, skills, and knowledge necessary to design for interactive communications.
» Understand the various roles a designer can play in IxD.
» Demonstrate the ability to concept and develop digital solutions that improve human experience.
» Demonstrate the ability to facilitate user testing.
» Gain experience with content management systems and basic HTML and CSS.
» Gain confidence in your strengths as a designer.
» Help you understand what areas of design practice fit your desires, experience, and knowledge.
» Help you become a responsible designer that can assist with complex human problems and make a difference in the world.

GUIDING QUESTIONS //
» What are IxD, UI, UX, and information architecture?
» What are my roles as a designer in IxD projects?
» What new knowledge, skills, and methods do I need to know to do IxD?
» How can my overall design skills benefit from working with IxD?
» How can IxD be used?

COURSE STRUCTURE //
This class is primarily structured around assigned studio problems. Students will divide their time between lecture, critique, demonstration, presentations and in-class work. Students should come prepared to work in-class. Students should plan to spend 2 to 3 hours working between each class at a minimum.

A tentative week-by-week schedule of course content will be provided by the professor.

COURSE COMPONENTS //
This class will consist of reading quizzes, online tutorials, and two projects that will guide us through the methods and processes of interaction design. The projects will look at both desktop and mobile environments and explore designing user experiences with a focus on the development of user interfaces.
**PROJECT 1 (INDIVIDUAL)**

Project 1 will give each student an opportunity to begin to understand the basics of interaction design. You will research and explore a specific design element or digital convention (e.g., search field, main menu, button, tabs, etc.) in order to identify and understand its past and present failures and successes. After this investigation and exploration you will document your findings in a short form .pdf case study. This will be a 4 week project.

**PROJECT 2 (SMALL GROUPS)**

Project 2 will explore the design of a client-based digital system for application into a newly redesigned interface and mobile application. You will identify an existing brand in which you will design a new digital system based on the existing logo or a basic revision of that logo. The project will ask you to assess the brand's current digital presentation, their business model, and their market dynamics. From this background you will strategize and then pitch a direction for redesign and a mobile extension. You will present your research and design findings in a final case study. This multi-group project will take 11 weeks.

**GRADING //**

Your final grade will be based on the average of scores you accumulate throughout the semester. Your final grade will be rounded to the nearest 10th of a point. 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** 100-90.0%
- **B** 89.9-80.0%
- **C** 79.9-70.0%
- **D** 69.9-65%
- **F** 64.9-0%

**REQUIRED READING //**

*Interaction Design: From Concept to Completion*
Jamie Steane & Joyce Yee

Assigned Readings
Any assigned readings are critical to your growth and knowledge and will give you greater context for why we are doing what we are doing and will help guide your work throughout the semester. Short 3-5 question quizzes will be given after some reading assignments.

**ADDITIONAL READINGS//STOCK THAT LIBRARY!**

- *Rocket Surgery Made Easy*
  Steve Krug
- *Don't Make Me Think*
  Steve Krug
- *The Elements of User Experience*
  Jesse James Garrett
- *Mobile First*
  Luke Wroblewski
  [abookapart.com/products/mobile-first]
- *Prototyping*
  Todd Zaki Warfel
- *Responsive Web Design*
  Ethan Marcotte
- *HTML & CSS: Design and Build Websites*
  Jon Duckett
- *Designing Interactions*
  Bill Moggridge

**ADDITIONAL RESOURCES //**

- w3schools.com
- uxmovement.com
- gigaom.com/channel/mobile/
- thenextweb.com
- designcanonical.com
- smashingmagazine.com
- dribbble.com/
- scoutzie.com
- tech.co
- bjango.com/articles/
- www.wired.com/category/webmonkey/
- siteinspire.com/
- boxesandarrows.com/
- abookapart.com
- aneventapart.com/
- appcrawlr.com/
- ui.parade.com
- producthunt.com
- uie.com
- cooper.com/journal/
- adaptivepath.org/ideas/
- stockthatlibrary.com
UNIVERSITY OF NORTH TEXAS
COLLEGE OF VISUAL ARTS AND DESIGN
ADES 3510 // INTERACTION DESIGN I
FALL 2018 // T TH 10:00-11:50 AM
KEITH OWENS
NEW ART BUILDING 365
KOWENS@UNT.EDU
OFFICE HOURS: TBD

PODCASTS //
The Design of Business | The Business of Design
Dollars to Donuts
The Big Web Show
UIE Brain Sparks
Boxes and Arrows

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. Communication through email is preferred.

STUDENT COMMUNICATION AND COURSE UPDATES //
All student communication and course updates will be conducted through the classes blackboard site and/or unt email. You will need to monitor your unt email for these updates and course communications. It is not possible or feasible for faculty to communicate to students via personal email accounts, so you will need to regularly monitor your unt email or forward it to an alternative email account.

WITHDRAWAL DEADLINE //
November 6th is the last day you can withdraw from the class. Please be aware of your standing in the class and be prepared to withdraw if you find yourself in a position of needing to do so.

ATTENDANCE //
Attendance is mandatory. Three unexcused absences will result in lowering of your final grade by one letter. Four will lower it by two letters. Seven absences, excused or unexcused, will result in a failing grade. It is your responsibility to provide justification for all absences. You are responsible for obtaining class information missed through absence and being prepared for the next class. If the absence is unexcused, you should obtain necessary information from another student.

Roll will be taken at the beginning of every class. You will be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present. You will receive two (2) free tardies. After the first two tardies, every four (4) tardies will equal one (1) unexcused absence. Six (6) tardies = 1 unexcused absence. You will be counted absent if you are more than 30 minutes late.

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.

ELECTRONIC DEVICES //
Cell phones and laptops can be incredible tools for learning and growth, but also have amazing potential to divert our attention and distract us from meaningful learning opportunities. With that in mind, I expect students to act responsibly with technology. Turn off ringers, be ready to respond to discussion questions, and not be a distraction to your neighbors or myself. I may ask you to put away electronic devices for certain activities or if I feel they are becoming a distraction to others. The bottom line is it is in your best interest to get the most out of this course and ultimately your decision to be a diligent student or distracted seat warmer—so use technology wisely. Please do not use class time to check social media, shop, or whatever else might distract you or your classmates.

ACADEMIC INTEGRITY //
Students caught cheating or plagiarizing will receive an ‘F’ for that particular assignment or exam. Additionally, the incident will be reported to the Dean of Students, who may impose further penalty.

According to the UNT catalog, the term cheating includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage.

The term plagiarism includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.
DISABILITIES ACCOMMODATION //
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 Accommodation (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 see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

EMERGENCIES //
UNT uses a system called Eagle Alert to quickly notify you with critical information in the event of an emergency (i.e., severe weather, campus closing, and public safety emergencies like chemical spills, res, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at http://www.my.unt.edu. Some helpful emergency preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held; 2) determine how you will contact family and friends if phones are temporarily unavailable; and 3) identify where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials.

STUDENT RIGHTS AND RESPONSIBILITIES //
Each University of North Texas student is entitled to certain rights associated with higher education institutions. See "www.unt.edu/csr for further information".

EMERGENCY PROCEDURES //
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 all an all clear signal is sounded. Follow your teacher’s instructions and act accordingly.

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.

RETENTION/REPRODUCTION OF STUDENT WORK AND PUBLICITY //
The Design Department has the right to retain any and all student work for NASAD (National Association of Schools and Design) and CIDA (Council for Interior Design Accreditation) accreditation reviews for a period of up to 2 years. It is the student's responsibility to document their work for personal purposes. Students will be allowed to photograph their work prior to retention. When accreditation reviews are completed, students may retrieve their original work. It is the student's responsibility to retrieve their work in a timely manner. Two months after the completion of the accreditation review(s) any remaining work will be destroyed.

CHANGES //
Instructor reserves the right to make adjustments/changes to the course syllabus with or without notice.
Interaction Design (IXD)

Is about

A methodical design process by employing

Learning to design digital products for people to use leading to

Successful apps

That includes

Initial research

Scope/structure

Usability

Surface design

Development

Promotion

By developing

IXD-related methods/skills

Including

Strategy development

Scoping/planning

Human/user-centered

Collaboration

Writing/reporting

To clarify

Your purpose/direction

And discover your

Strengths

Weaknesses

Interests

Opportunities

That

Solve problems

Work

Appeal to audience

Achieve goals
**SELF ASSESSMENT**

I’m giving this assessment to learn more about your personal skills, strengths and challenges. This information will help me when I create teams with complementary skills to work on class projects. Remember, no one person is excellent at all things. That’s why humans often work in teams to accomplish shared goals or solve thorny problems.

**This assessment will NOT affect your course grade in any way**. So, be honest with your answers!

<table>
<thead>
<tr>
<th>Critical Thinking: your ability to thoughtfully and rigorously ‘think-through’ or ‘about’ something in order to understand the why and how of its existence</th>
<th>DATE</th>
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<td>1 2 3 4 5</td>
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<tr>
<th>Communication: your ability to interpret and express ideas through written, oral and visual communication</th>
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<th>Conceptualization: your ability to develop multiple ideas about or solutions to problems both simple and complex.</th>
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<th>Investigation: your ability to conduct research in an effort to better understand a person, situation, experience, environment or other human-based factors.</th>
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<th>Collaboration: your ability to consider different points of view and work effectively with others to support a shared purpose or goal</th>
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<th>Iterative Reasoning: your understanding of how to arrive at a decision or a desired result by repeating rounds of analysis or cycles of operation</th>
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<th>Time Management: your ability to prioritize and execute multiple tasks or activities over time and/or in relation to an understood deadline</th>
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<th>Concentration: your ability to work steadily and thoughtfully on a task or project for an extended period of time without interruption</th>
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<tr>
<th>Visualization: your ability to create and/or use imagery as a means to communicate a concept, idea, process or relationship</th>
<th>1 2 3 4 5</th>
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</table>
STUDENT ACKNOWLEDGEMENT //

I, ____________________________, acknowledge that I have read the course syllabus for ADES 3510. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions.

STUDENT NAME (PLEASE PRINT)

STUDENT SIGNATURE

DATE

PERMISSION TO USE STUDENT WORK //

I, ____________________________, am a student at the University of North Texas (UNT) and I am enrolled in ADES 1500, Introduction to Communication Design. By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute, or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally, I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes set forth below.

Scope of permission. This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of UNT or on UNT websites; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising, and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

Certificate of ownership. I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying, and use of the work in accordance with US copyright laws.

Privacy Release. I hereby authorize and consent to the release, maintenance, and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this agreement.

Signature. By signing below I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give, or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

I have read, understand, and agree to the terms of this permission form:

STUDENT SIGNATURE

STUDENT NAME (PLEASE PRINT)

DATE
PERMISSION TO PUBLISH PHOTOGRAPHS AND RELEASE

I hereby GRANT PERMISSION to the University of North Texas and its agents, employees, licensees, or assigns to take and publish the photographs taken of me on the date and at the location listed below in University of North Texas publications, both printed and electronic. I hereby waive any right to inspect or approve the finished photographs or the printed or electronic material(s) created from the photographs prior to its/their publication.

Event and/or Location of Photograph(s):

____________________________________________

Date(s) of Photograph(s):

____________________________________________

I RELEASE, and hereby agree to indemnify, defend, and hold harmless the University of North Texas, its agents, employees, licensees, and assigns (the “Released Entities”) from and against any and all claims that I, or any third party, may have now or in the future for invasion of privacy, right of publicity, or defamation arising out of the publication, use, exploitation, reproduction, adaptation, distribution, broadcast, or display of the photographs.

I have read this PERMISSION TO PUBLISH PHOTOGRAPHS AND RELEASE and am fully familiar with its contents and the meaning and impact thereof.

Signed: __________________________________________________

Printed Name: ________________________________________________

Date: __________________________________________________________

Consent (if under 18)

I am the parent or guardian of the individual named above, and I have the legal authority to execute this Permission, Waiver, and Release on his or her behalf. I understand and agree to the terms and conditions set forth above.

Signed: _____________________________________________________

Printed Name: ________________________________________________

Date: _________________________________________________________
PERMISSION TO USE STUDENT WORK

1  Grant of Permission. I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in __________________________ (name of course). By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2  Scope of Permission. This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of the UNT or on the UNT website; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3  Certificate of Ownership. I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4  Privacy Release. I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

5  Signature. By signing below I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

I have read, understand and agree to the terms of this permission form.

________________________________________  __________________________________________  ______________
Student name:  Signature:  Date: