UNIVERSITY OF NORTH TEXAS
COLLEGE OF VISUAL ARTS AND DESIGN
DEPARTMENT OF DESIGN
COMMUNICATION DESIGN

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OFFICE HOURS: MT 9:30–11:30 AM

ADES 3540
INTERACTION DESIGN II
SPRING 2015 >> MWF 4:00-5:50 PM

course syllabus

COURSE DESCRIPTION >>

This course explores how and why the design of digitally facilitated, interactive products and experiences affect people's abilities to live and work in the world. Specifically, we will focus on learning about the processes necessary to effectively design apps and mobile websites for use on agile devices such as phones and tablets. As this course transpires, students will learn methods for planning, researching, and designing these apps and mobile websites. They will develop the skills necessary to map the structure and use of potential apps and mobile websites, as well as those necessary for collaborating with diversely populated project teams to conceptually develop and test designs for use on various agile platforms. They will also learn to design interfaces for the screen, how to prepare files for programming, and how to promote and/or integrate apps and mobile websites into broader communication strategies on behalf of various organizations and clients. Students will be exposed to current capabilities, trends, and uses of apps and mobile websites, and, in so doing, will learn to consider how these might be used to solve complex, human problems.

CREDITS AND PREREQUISITES >>

ADES 3540 is a three credit course. Students must have successfully completed ADES 2520, ADES 2530 and ADES 3510 prior to enrolling in this course. Students must have been selected to continue in the undergraduate CDES program by having advanced beyond 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 utilize collaborative skills to concept and develop digital solutions.

· Demonstrate the ability to facilitate and effectively utilize/deploy the knowledge gained through user testing.

· Understand how designs are prepared and delivered for development by programmers.

· 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 who can effectively contribute to identifying and resolving complex human problems in ways that make a positive difference in the world.

GUIDING QUESTIONS >>

· What are IxD, UI, UX, and information architecture?

· What are the roles I play as a designer in IxD projects?

· What new knowledge, skills, and methods do I need to know to do IxD?

· How can I bolster my overall design skills and my base of design knowledge by engaging in the processes that guide the development of IxD?

· How can the thinking that guides IxD be broadly applied and used?

COURSE STRUCTURE >>

This class is primarily structured around assigned studio problems/projects. Students will have their per-class-session time divided between lectures, critiques, demonstrations, presentations and in-class work. *Students should come prepared to work in-class each class session.* **At a minimum, Students should plan to spend 2 to 3 hours working outside of class between each of our scheduled class sessions**

A tentative week-by-week schedule of course content is included with this syllabus.

COURSE COMPONENTS >>

This class will require students to take quizzes over assigned readings, provide weekly "app and mobile website research" examples, maintain an inspiration/ideation book, and complete a major IxD project. This major project will include four components.

Assigned Reading Quizzes
Short 3-5 question quizzes will be given after most reading assignments. These are meant to partially take the place of a participation grade. The reading assignments are critical to your growth and knowledge, and will provide you with a more well-informed set of contextual rationales for *why* we are doing what we are doing, and will help guide the progress of your work throughout the semester.

Weekly App Research Examples
To initiate consistent research into current app and mobile website design, and the factors and conditions that affect these, each student will be required to bring in printed research examples to share with classmates on most Fridays as the semester progresses. These examples will guide a brief conversation that will help inform and contextualize *why* we are observing what we are observing, and then *determining*, as a class. The examples should be something that is somehow challenging or inspiring to you individually (be ready to speak about *why* during class).

Inspiration/Ideation Collection
This will be a curated collection of the visual, conceptual, and functional research you've done. It will be a sort of mobile design wall/shrine that you add to and edit throughout the semester. I'd suggest you start with either a collection of 11x17" pages or an 11x14" spiral notebook or 1" to 2" binder. This should *not* be an "everything you've done, printed, or even thought about doing" binder, but should instead function as an inspirational reference collection that you can periodically reference as you work at home, in class, while eating lunch, in the hallway, etc.

Market/User Research Report
A report of your initial market and user research will include a problem statement, background (i.e., framing) research, a competitive audit, three personas, three user scenarios/jour-neys, and a conclusion that explains the findings and makes specific recommendations for the direction of the app or mobile website you are proposing to design.

Sitemap
A sitemap of your app or mobile website must account for all pages/screens and actions your app or mobile website will perform. It will graphically organize the site into primary, secondary, and tertiary (or even quaternary) pages/functions. The sitemap should be designed to help you organize and think through all of the details that you must address to make your app or mobile website into a viable and desirable user experience for your user group(s). Each of you must develop a well-considered sitemap prior to starting to sketch your prototypes/wireframes.

Final Case Study
A final case study will tell the story of your app in a concise, visually and narratively compelling manner that includes:

  · key research components,

  · a brief problem statement,

  · an onliness statement,

  · prototype screens,

  · an app icon, and

  · a complete UI kit/style guide.

The case study may also present research findings, user scenarios or journeys, your sitemap, your wireframes, pertinent quotes that support one or more aspects of your decision-making, or any information that helps convey the *raison d'etre* for your app.

Digital UI and Style Kit
You will need to supply a layered and labeled UI kit, a layered and labeled prototype file, and printed instructions/style guide that could be used for development and programming. Your clear organization and labeling is essential in accurately handing files off to developers.

Promotional Landing Page/Video
Telling the story of your app in a promotional or marketing setting forces you to determine the most concise and persuasive messages that you need to communicate to persuade others to invest in it or work with you to develop it further, or both. It also forces you to consider what features, screens, or actions are essential to viewers comprehending the value of your app. You will develop and hand in either a landing page, app store mockup, or a short promotional

video (or some combination of these) that achieves
those goals.

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 specified in the course schedule. 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%
C 79.9-70.0%
D 69.9-65%
F 64.9-0%

REQUIRED READING >>

Mobile First
Luke Wroblewski
[abookapart.com/products/mobile-first]

Prototyping
Todd Zaki Warfel

Don't Make Me Think
Steve Krug

ADDITIONAL READING >>

The Elements of User Experience,
Jesse James Garrett

Observing the User Experience
Mike Kuniavsky

Designing Interactions
Bill Moggridge

Paper Prototyping
Carol Snyder

ADDITIONAL RESOURCES >>

uxmovement.com
gigaom.com/channel/mobile/
thenextweb.com
design.canonical.com
smashingmagazine.com
dribbble.com/
scoutzie.com
tech.co
bjango.com/articles/
siteinspire.com/
boxesandarrows.com/
abookapart.com
aneventapart.com/

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.

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.

WITHDRAWAL DEADLINE ››

April 18th 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.

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. At times 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 that it is in your best interest to get the most out of this course and ultimately it is your decision to be a diligent student or a distracted seat warmer squandering your tuition money—so use technology wisely.

COURSE RISK FACTOR ››

Risk Factor: 2

In level 2 courses, student are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to X-acto knife usage, adhesives and fumes and repetitive stress injuries related to extended computer use.

Students who are pregnant or will become pregnant during the course of the semester are advised to check with their doctor immediately to determine if any additional risks are reason to postpone this course until a later semester. Upon request, your professor will provide a list of chemicals and safety issues for your doctor to review. Material Safety Data Sheets are available on all chemicals. It will be up to you and your doctor to determine what course of action to take

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 PROCEDURES ››

Disciplinary probation, suspension form the university, expulsion (permanent), or revocation of degree.
(See student guidebook)

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 the instructor (i.e., Michael Gibson) no later than the end of 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.

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.

EMERGENCY PROCEDURES >>
In case of emergency (an 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 a 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. Room 313 in the Art Building is a weather safe room on the third floor of this structure.

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.
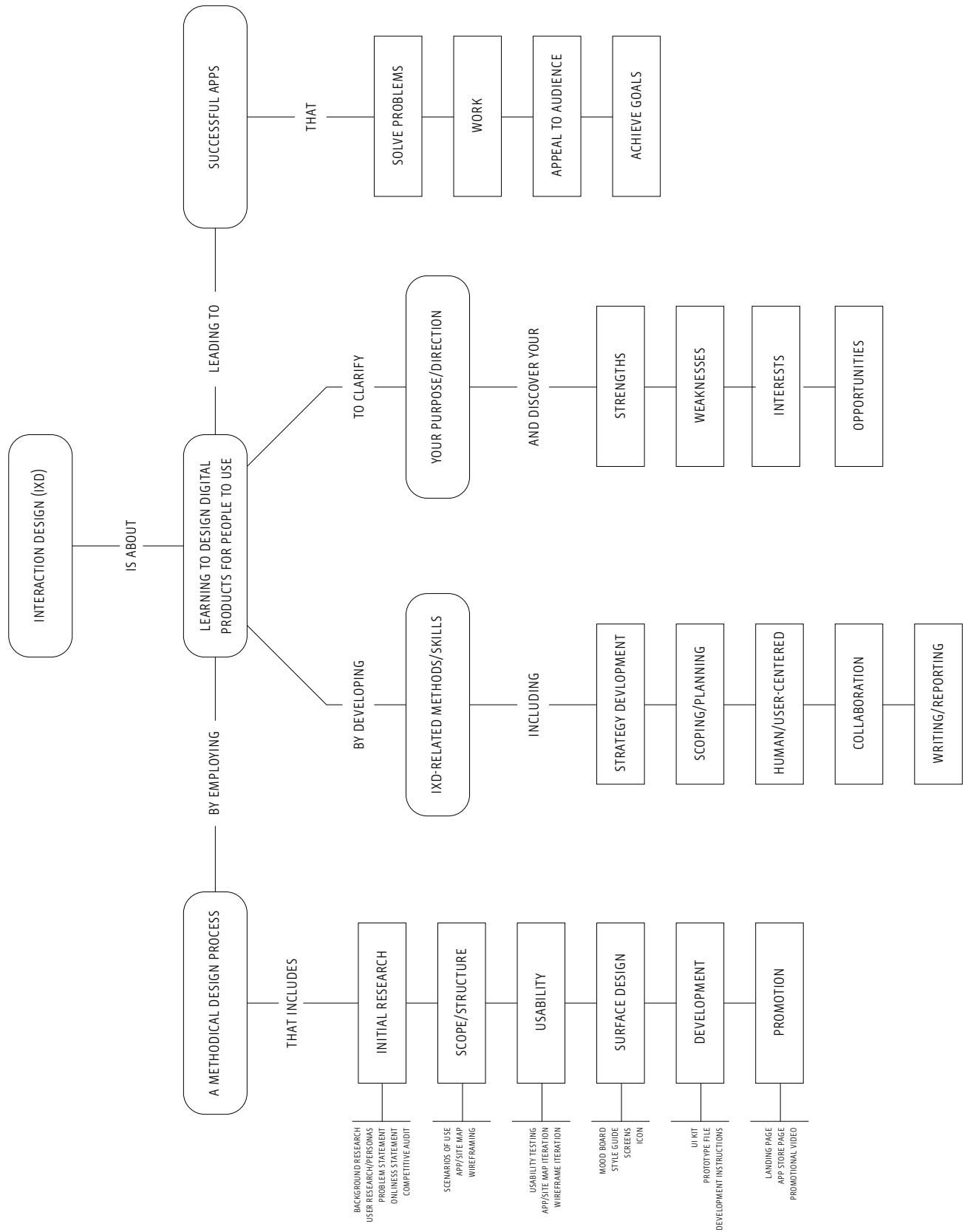
If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. Please visit: http:>>financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid and how it is affected by Satisfactory Academic Progress. It may be wise for you to schedule a meeting with an academic advisor in your college (they are located in room 111 of the Art Building), 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 AIGA (American Institute of Graphic Arts) 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 student work that has not been retrieved will be destroyed.

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

INTERACTION DESIGN (IXD)

IS ABOUT

LEARNING TO DESIGN DIGITAL PRODUCTS FOR PEOPLE TO USE

LEADING TO

SUCCESSFUL APPS

THAT

SOLVE PROBLEMS

WORK

APPEAL TO AUDIENCE

ACHIEVE GOALS

TO CLARIFY

YOUR PURPOSE/DIRECTION

AND DISCOVER YOUR

STRENGTHS

WEAKNESSES

INTERESTS

OPPORTUNITIES

BY DEVELOPING

IXD-RELATED METHODS/SKILLS

INCLUDING

STRATEGY DEVLOPMENT

SCOPING/PLANNING

HUMAN/USER-CENTERED

COLLABORATION

WRITING/REPORTING

BY EMPLOYING

A METHODICAL DESIGN PROCESS

THAT INCLUDES

INITIAL RESEARCH

BACKGROUND RESEARCH
USER RESEARCH/PERSONAS
PROBLEM STATEMENT
ONLINESS STATEMENT
COMPETITIVE AUDIT

SCOPE/STRUCTURE

SCENARIOS OF USE
APP/SITE MAP
WIREFRAMING

USABILITY

USABILITY TESTING
APP/SITE MAP ITERATION
WIREFRAME ITERATION

SURFACE DESIGN

MOOD BOARD
STYLE GUIDE
SCREENS
ICON

DEVELOPMENT

UI KIT
PROTOTYPE FILE
DEVELOPMENT INSTRUCTIONS

PROMOTION

LANDING PAGE
APP STORE PAGE
PROMOTIONAL VIDEO

STUDENT ACKNOWLEDGEMENT //

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.

_____
STUDENT SIGNATURE

_____
STUDENT NAME (PLEASE PRINT)

_____
DATE

_____
FACULTY SIGNATURE

Michael R. Gibson

January, 2015

CONTACT INFORMATION //

Please provide the following information:

_____
E-MAIL ADDRESS (THE ONE YOU USE)

_____
PHONE NUMBER

_____
CELL PHONE

PERMISSIONS //

May we include your e-mail address on the Communication Design List Serve?
Please circle: 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 circle: yes   no

UNIVERSITY OF NORTH★TEXAS™

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: _____

COLLEGE OF VISUAL ARTS & DESIGN — UNT

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 accordancewith 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.

_____   _____ _____

Student name: Signature: Date