the syllabus >> planning and taking your first steps in UX design >>

**COURSE DESCRIPTION**
Three (3) semester credit hours. This class will introduce students enrolled in it to some of the basic thinking and skills that inform and frame UX design, research and practice. Students will also hone the independent thinking, time management and critique skills necessary to succeed as they advance through the UXD track.

**COURSE OBJECTIVES**
1. Demonstrate a broadly informed understanding of basic UX principles and methods.
2. Demonstrate the ability to apply basic UX design principles/approaches and methods.
3. Demonstrate the ability to iteratively generate viable solutions to basic UX problems and challenges.
4. Demonstrate the ability to manage personal time to guide effective on-time, on-deadline 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 from 3:00 until 5:50 pm each Monday and Wednesday afternoon in room 284 of the CVAD Building Complex at UNT Denton. *It will be extremely demanding in terms of the mental focus and commitment necessary. 50–60% of our class time will be spent in critique and in discussion of work you will be asked to complete outside of class. The remaining 40-50% will be spent in lecture.*

**GRADING CRITERIA**
Students will be graded on assigned work (exercises 1–6 and a final project), class participation, and attendance.

**GRADE PERCENTAGES**
- Exercises 1–6 > 8% per each of these, accumulating to a total 48% of the final course grade
- Final Project > 30% of the final course grade
- Class participation (constructive attitude, productive engagement) > 22% of the final course grade
- The three gradable issues listed above will accumulate to form a total 100% of the final course grade

**RISK FACTOR**
* Risk Factor: 1. Students enrolled in s24 ADES 1543 will not be exposed to any materials, tools or environments that pose a risk while in class. However, as they strive to complete projects in their own living or working spaces, students may expose themselves to personal risks of their own accord.

**DISABILITIES ACCOMMODATION**
“The College of Visual Arts and Design is committed to providing 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 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 Suite 167 in Sage Hall. You also may call the ODA at 940 565 4323, or email their office at Apply.ODA@unt.edu."

**EMERGENCIES**
In case of an emergency (an alarm will sound), please follow the building evacuation plans posted on each floor of the CVAD Building Complex 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.
the syllabus (continued)

without exterior windows (rooms 267 and 219 are the nearest weather-safe rooms to us) and remain there until an all-clear signal is sounded. Follow the instructions of your instructors and act accordingly.

ATTENDANCE POLICY

Good attendance and punctuality are expected throughout the duration of the schedule for this course. Roll will be taken at the outset of every class. You may accrue 2 absences—excused or unexcused over the course of the semester without penalty. *Every unexcused absence after the accrual of 2 will reduce your final course grade by 1 full letter grade*, at the instructor's discretion. *Accruing more than 5 absences OF ANY KIND over the course of the semester will result in a failing grade for the course.* Every 3 tardies accrued as the semester progresses will be counted as 1 absence. *Students who sleep during our class sessions will be counted as absent.* **Bottom line: understand that poor attendance WILL adversely affect your final course grade.**

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 (IF NECESSARY)

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 you are unable to do this due to poor internet connectivity;
4. Be respectful of your classmates and instructor during the entirety of a Zoom-facilitated class session.

GRADING POLICY

All projects and exercises are due on the day and time given when they are commenced (these are also specified in your course schedule). No late projects will be accepted for grading. **You are responsible for turning work in 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. *If evidence of plagiarism is proven—either on an individual basis or in a situation involving the efforts of a team—this 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, or some combination of these, may occur if you plagiarize the intellectual or creative work of others. (Please reference your student guidebook for more information on plagiarism.)

RIGHTS & RESPONSIBILITIES

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

FINANCIAL AID

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 350% 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](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.

As stated in the attendance policy articulated above, students are expected to attend class meetings regularly and to abide by the attendance policy established for this course. Please inform the course instructor if you are unable to attend class meetings because you are ill. Please do NOT come to class if you are ill with flu or Covid or any other easily transmissible sickness. It is and will continue to be crucial for you to be mindful about the health and safety of everyone in our educational community. If you are experiencing any symptoms of COVID (https://www.cdc.gov/coronavirus/2019-ncov/index.html), please seek medical attention from the Student Health and Wellness Center located at 1800 Chestnut Street in Denton (940.565.2333, or ask SHWC@unt.edu), or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to experiencing symptoms, pending or positive test results, or potential exposure.

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation, so we will work as a class to collaborate in ways that encourage inclusivity without discouraging the types of critical dialogue, or dialectic, that is necessary to fuel and guide effective design decision-making. We will routinely discuss our classroom’s habits of engagement as the semester progresses, and I also encourage you to review UNT’s student code of conduct so that we can all start with the same baseline understanding of what is necessary to initiate and sustain civil discourse (https://deanofstudents.unt.edu/conduct).

Finally, please bear the following in mind as we engage in the coursework of ADES 1543.501 as the spring semester of 2024 progresses: although disagreements and debates are encouraged in a course like this, personal attacks and hate speech, hate writing, and hate-inspired visual communications are unacceptable and will not be tolerated in our learning environment.

The instructor reserves the right to make adjustments/changes to the course syllabus and schedule with or without notice to the students at any time over the course of the spring semester of 2024.
the contract >> sign it, digitize it, and email it to michael.gibson@unt.edu by 5 pm 01.12.24 >>

I acknowledge that I have read the course syllabus. I understand the course structure, grading, and 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 (PLEASE SPECIFY YOUR UNT-AFFILIATED E-MAIL ADDRESS)

YOUR PERMANENT ADDRESS

YOUR PHONE NUMBER (OPTIONAL)

YOUR CELL PHONE NUMBER (OPTIONAL)

May we include your e-mail address on the UNT CVAD Communication Design List Serve?

PLEASE CHECK:  ____ YES  ____ NO

May I include your e-mail address on a class email list for distribution to the rest of the class (it may be necessary to include a phone number if we are forced to teach some portion of this course remotely/via Zoomchat)?

PLEASE CHECK:  ____ YES  ____ NO

“I agree to the terms and conditions outlined in the Permission to Use Student Work contract, as articulated on the webpages that are located here: https://digitalstrategy.unt.edu/clear/policies-procedures/use-student-work.html, and that I may publicly credited as the creator of that work.”
the schedule >> fifteen weeks of UX “learnin’ through doin’” >>

WEEK 1 :: J 15-17

M

NO CLASS:  I INVITE YOU TO CELEBRATE THE LIFE AND TEACHINGS OF DR. MARTIN LUTHER KING, JR.

W

IN CLASS:  Class policies

Chapter 1 (derived from your textbook by Marsh and the Interaction Design Foundation, or IDF): What is UX design? What is interaction design?

WEEK 2 :: J 22-24

M

Quiz and discussion: Chapter 1

W

LECTURE + ACTIVITY:  Chapter 2: Aligning Goals

WEEK 3 :: J 29-31

M

LECTURE + ACTIVITY:  Chapter 3: UX Behavior Basics

W

IN CLASS:  Quiz and discussion: Chapters 2 & 3

WEEK 4 :: F 05-07

M

LECTURE + ACTIVITY:  Chapter 4: User Research

ASSIGN:  Exercise 1 > Develop 1 example of a viable persona (informed by interviewing...)

W

IN CLASS:  Quiz and discussion: Chapter 4

CRITIQUE:  Example Personas > Turn in all examples (via uploading them to the course Dropbox folder)

WEEK 5 :: F 12-14

M

LECTURE + ACTIVITY:  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
the schedule (continued...)

WEEK 6 :: F 19–21
M
LECTURE +
ACTIVITY:
ASSIGN:
Chapter 6: Information Architecture
Exercise 2 › Create a site map of the 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)

WEEK 7 :: F 26–28
M
LECTURE +
ACTIVITY:
Chapter 7: Designing User Behavior

W
IN CLASS:
Quiz and Discussion: Chapter 7

WEEK 8 :: M 04–06
M
LECTURE +
ACTIVITY:
ASSIGNMENT:
Chapter 8: UX Visual Design Principles
Exercise 3 › Redesign the UI (user interface) for the landing page and one sub-page of a poorly executed website

W
IN CLASS:
Quiz and discussion: Chapter 8
CRITIQUE:
Exercise 3 › Redesigned website UIs: Turn in all redesigns (DropBox upload)

WEEK 9 :: M 18–20
M
LECTURE +
ACTIVITY:
ASSIGNMENT:
Chapter 9: Wire frames and Prototypes
Exercise 4 › Develop a wireframe that articulates userflows across/through three levels of content

W
IN CLASS:
Quiz and discussion: Chapter 9
CRITIQUE:
Exercise 4 › three-level wireframes › Turn in all wireframes (DropBox upload)

WEEK 10 :: M 25–27
M
LECTURE +
ACTIVITY:
ASSIGNMENT:
Chapter 10: Psychology of UX
Exercise 5 › Heuristic Redesign

W
IN CLASS:
Quiz and discussion: Chapter 10
CRITIQUE:
Exercise 5 › Heuristic Redesign › Turn in all Heuristic Redesigns (DropBox upload)
the schedule (continued, again...)

WEEK 12 :: A 01-03
M LECTURE + ACTIVITY: Chapter 11: Copy writing and Persuasion
ASSIGNMENT: Exercise 6 > Rewrite 5 ineffective headlines and/or copy points

W CRITIQUE: Exercise 6 > Copy rewrites > turn in all headline + copy rewrites (DropBox upload)
IN CLASS: Quiz and Discussion: Chapter 11

WEEK 12 :: A 08-10
M LECTURE + ACTIVITY: Chapter 13: Data Interpretation

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

WEEK 13 :: A 15-17
M CRITIQUE: Ongoing work: Final Project (each student must present his/her/their re-design project’s primary goals and production schedule in class TODAY)
ASSIGN: Ongoing work: Final Project

W CRITIQUE: Ongoing work: Final Project: students will work in critique teams of four
ASSIGN: Ongoing work: Final Project: students will work in critique teams of four

WEEK 14 :: A 22-24
M CRITIQUE: Ongoing work: Final Project: students will work in critique teams of four
ASSIGN: Ongoing work: Final Project: students will work in critique teams of four

W CRITIQUE: Ongoing work: Final Project: students will work in critique teams of four
ASSIGN: Ongoing work: Final Project: students will work in critique teams of four

WEEK 15 :: A 29-M 01
M CRITIQUE: Final review of all work re: each student's final project and "turn-in" discussion

W DUE: Final Project (DropBox upload by 3:00 PM or a grade of "0 coursepoints" will be earned; this project counts as the final exam in this course)
IN CLASS: Class review and assessment form (e.g. UNT SPOT) completion; please note that the possibility may exist for the Final Project to be turned in by 3:00 pm on Wednesday, May 08. This determination will be made the week beginning Monday, April 22.

¡Fin!