COURSE CONTENT

This course addresses the creation of user experiences informed by research, customer empathy, experience mapping, and design thinking. Projects involve creating research and problem framing documents, user flow and system diagrams, pattern libraries, and experience prototypes. Students also study design and innovation roles at enterprise scale companies and independent consultancies.

GOALS AND OBJECTIVES

Gain valuable insights into the principles, constructs, and application of Human Centered Design (HCD) and Design Thinking (DT)

What is User Experience (UX), what is the mindset of a UX designer, and the value of UX design  
Hands-on practice applying DT, HCD and competitive analysis to your own course project  
Through user research and analysis create user personas and a user journey maps  
Conduct a thorough task analysis and define an actionable platform strategy for your product and/or service  
Prototyping your product and/or service  
Successfully illustrate/articulate your product’s information architecture  
Conduct usability testing—working with test subjects, analyzing test results, making improvements, and planning future testing  
Create a visually appealing and portfolio-ready presentation

MODULES

this class will be conducted in 4 modules. At the end of each, the respective design groups will be required to write a 500 page synopsis that wraps up your methods, process and insights.

Investigation - Formulating the clinical problem, reviewing the literature, and determining the research purpose. Selecting a research design, developing study procedures, determining the sampling and data collection plan.

Ideaion - Collecting data and preparing data for analysis. Analyzing the data and interpreting the results. This process challenges assumptions, redefines problems and creates innovative solutions to prototype and test.

Prototype/Testing - a prototype is an early sample created to test a concept or process. They’re typically created to evaluate the accuracy of assumptions made by the designers in the design process. User testing allows designers to gain inspiration, overcome their biases, and be guided. Testing provides necessary evidence of intuition and helps designers to alter products and services where required.

Presentation - Finalizing your proposals and preparing them for presentation.

Course Structure

Students will spend most of their time in class in group critique and/or discussion on their ongoing research, analysis and design. Therefore, the majority of all class work will occur outside of class and each student will be expected to manage their time and efforts accordingly. Classes early in the semester will be primarily lecture based with students being exposed to knowledge to basic research theory and methods.

Student Assessment and Evaluation

Final class grades will be based on a weighted average of grades awarded for assessment categories listed below. Affected by attendance (as described in the attendance policy) and daily deadline performance.*

1. 30% Quality of research thinking, analysis and findings
2. 50% Quality of design solutions, re: appropriateness, effectiveness, durability, etc.
3. 20% Class participation and collaborative interaction

Disability Accommodation

Please notify the instructor if you have a disability that requires accommodation. It is also recommended that you register with the UNT Office of Disability Accommodation in the University Union, Room 322. The College of Visual Arts and Design Policy on Accommodation is available upon request in the main office (Room 107) of the Art Building. Further questions and problems regarding accommodation may be addressed to the Associate Dean for Academic and Student Affairs, Eric Ligon, who is also the College Accommodation Liaison Officer, in Room 111 of the Art Building.

Risk Factor Rating

This course has a Risk Rating of Level 2. This means that students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this course, those risks are related to X-acto knife usage, adhesives and fumes, and repetitive stress injuries related to extended computer use.
Emergency Actions
In case of an emergency (alarm will sound), please follow the existing emergency protocols for the University Systems Building. The ORC operates in an urban environment, so students should be alert to their surroundings at all times and be particularly mindful of their personal safety. For more information about students’ rights and responsibilities within the academic community, visit www.unt.edu/csrr.

Faculty Evaluation
The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized courses at UNT. This short survey will be made available to you at the end of the semester so that you can offer constructive criticism regarding how this class is taught. I consider the SETE to be an important part of your participation in this course, as I utilize the feedback I get from it to improve my teaching. You will be notified of the dates for the Spring administration of the SETE by the University.

Satisfactory Academic Progress
A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 3.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per term. Students cannot exceed maximum time frames established based on the published length of the graduate program. 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 done so.

Attendance Policy
Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at every class. You will be considered late if you arrive at class after roll has been taken. If you are late, it is your responsibility during that class period to make sure that the instructor has you added to the roll. Only three (3) unexcused absences will be allowed. The fourth unexcused absence will lower your grade by one letter grade and so on. A total of six absences, excused or unexcused, will result in you receiving a grade of F for the class. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationery with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable. You will receive three (3) free tardies. Beyond that, every four tardies will equal one unexcused absence.

Student Grant of Publication Permission
1) Grant of Permission. I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in one or more CVAD graduate or undergraduate courses. 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 one or more of the UNT or CVAD websites; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibitions, 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 the attached Student Syllabus Agreement 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 an 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.

Right of Change
The right to change this syllabus with or without notice remains at the discretion of the professor.

Computer and Connectivity Requirements: Students are required to have computer access, Web browser software, and a hi-speed Internet connection for this course.
COURSE POLICIES

These policies will be in effect beginning Fall 2021 and will remain in effect until rescinded or amended by course faculty.

1. Upon the full reopening of university and college and resumption of in-person classes, all course attendance policies will again be in effect without exception. Students in M/W or T/TH courses will have three unexcused absences. Each unexcused absence after that will result in the reduction of one class letter grade. Six absences or more will result in a course failure. Excessive tardies will also have a negative impact on a student's course grades.

2. Students and faculty will treat everyone in class with respect. However, this behavior does not excuse students from the requirement of providing positive criticism of their classmate's coursework during group critiques.

3. If a student is not comfortable with group critiques, they may choose to not show their work progress in class. However, if a student selects this option during the course of a project or for the semester, they will be required to seek feedback for their work from others outside of class. In no instance will faculty provide feedback for this work outside of class. Coursework completed in this manner will be graded using the same standards as coursework subject to group critiques.

4. Faculty will meet with students during designated office hours only. Students may choose to meet with faculty individually during these office hours or opt to be accompanied by a third party during their visit.

5. If a student meets with faculty individually, the content of their conversations with faculty will be kept in confidence unless the student requests otherwise or somehow indicates that they may harm themselves or others.

6. If a student meets with faculty accompanied by a third party, the faculty is no longer bound by privilege and may share the content of any conversation occurring during these office hours sessions with others at their discretion.

7. Faculty's responsibility to their students entails working to ensure the success of their students in enrolled courses. Success is defined as a student's effective acquisition and execution of knowledge and skills necessary to pass the course as defined by the course syllabus. This faculty responsibility begins and ends with regularly scheduled course meeting times and during designated office hours. The personal lives of students outside of these class settings is neither the business nor the concern of faculty.

8. If a student has issues or concerns about some aspect of their personal circumstances that they believe are negatively affecting their class performance, they may choose to raise these issues or concerns with faculty during regularly scheduled office hours.

9. Students with concerns related to mental health, substance abuse, home abuse or other serious circumstances should contact the UNT Dean of Student Affairs for assistance and/or resources rather than faculty.

10. With the exception of university or college sanctioned events, faculty will not fraternize or otherwise socially interact with students outside of regularly scheduled office hours.

I understand and agree to all course policies as outlined and explained in this document.

Sign and return to instructor

Print Name & Date
Student Syllabus Agreement

Keep for your records

I, ............................................................................................................................................................................................................,
acknowledge that I have read the course syllabus. I understand the course structure, grading and attendance policies, risk factor rating, and the Student Grant of Publication Permission. By signing this agreement I acknowledge that I agree to the syllabus and all of its provisions.

Student name ............................................................................................................................................................................

Signature .......................................................................................................................................................................................

Phone contact number ..............................................................................................................................................................

e-mail ...............................................................................................................................................................................................

Date...................................................................................................................................................................................................
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