

art 311. 302

Introduction to UX Design

.301 Wed
.302 Thurs

6:30-10:30
Room 314

Lab 335

Jason Booker

Course Content

Art 311 is your first tier course in designing for user experience.

We will use Adobe XD, Photoshop, and various analog methods to produce a series of UX design projects.

The class looks at project work flow, discovery artifacts, testing and visual design. The production and iteration of design prototypes will be the ultimate goal for each project. Your semester will also contain tutorials and practical exercises, done both in and out of class, quizzes, and a final containing written and computer skills portions.

Course Outcomes

- strengthen skill set to include basic UX design software proficiency, and experience with user testing
- exhibit skill in interaction design planning, visual design execution, and design iteration
- gain understanding of professional expectations, presentations and processes through assignment work
- apply research and user testing to enhance effectiveness of design solutions
- incorporate visual vocabulary into critiques and project conversations
- generate professionally marketable, UX-focused portfolio project work

We will focus repeatedly on craft and the production of assets in a timely manner. In addition, we learn about involving the following into the creative process—

low-to-high fidelity workflow

user/customer mindset

user testing

prototyping and iteration

file organization

software learning mindset

digital product vision

attention to detail

craftsmanship

quick visualization

the value of wireframes and sketches

not to fall in love with your first concept

appropriate font selection

to redo the job until it's right

Project Parameters

You are expected to work in class as well as perform outside of class work.

You are expected to come to class prepared to work on the current assignment; this includes, but is not limited to, remembering project supplies needed and completing previous weeks' exercises. Not being able to make progress during class due to lack of materials or preparation will reflect in your mini-deadline grade.

All projects are given with weekly steps to be accomplished by the beginning of the next class meeting. Mini-deadlines are part of the overall assignment and play a major role in your projects final grade.

You will be required throughout the semester to print your assignments in color and purchase items to create assignment comps. Please budget accordingly. Projects must be comped in color to be considered complete.

All work is due on the assigned date. Projects are due at the beginning of class. For a project to be considered complete, work product should be finished and ready for public presentation and critique. Late work is accepted at instructors discretion.

During class you may not work on other course projects without the consent of the instructor. If a student is caught using email or social media of any kind during lecture or lab time, the entire class gets a fair warning, no second chance will be issued. On the second occurrence, the entire class received an F as their daily grade.



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Lab Information

Access the common drive:

viscomuser
viscom1910

Please use your USB drive as a storage device and for transport only, it is not an additional hard drive.

You are responsible for keeping up with your files. When arriving in class:

- 1) insert USB drive
- 2) copy your work to the 311 folder
- 3) remove your USB drive
- 4) work and enjoy class or lab time
- 5) insert USB drive
- 6) copy current work on to it

You may not eat in the lab.

Please make sure cell phones are silenced. Use headphones in the lab if you need to focus your attention.

Do not load any type of personal software onto these computers. Resist this temptation.

Always leave the lab clean.

Attendance

FIRST ABSENCE: The student will receive an email from Christi Spruill and a copy goes to the instructor

SECOND ABSENCE: The student will receive an email from Christi Spruill and a copy goes to the instructor
Lee Hackett will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course.

Two tardies equals one absence

A tardy of 60 minutes equals one absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade.

If a student does not show up for the final they automatically fail the class.

Instructor contact and response time

I will inform you as soon as I receive my University email.

Please use your university email as your primary source of contact. If your email is more complicated than can be handled using email, consider requesting a time to speak via phone.

Communication from students will be responded to within a reasonable time during the work week.

Weekend communication will be handled the next business day unless noted. Due to the high volume of email that is received an important message may be missed, if an important email has not been responded to in 2 days, please send again.

Syllabus Update Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

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Grading Guidelines

Grades will be assigned according to the following scale:

A — 90-100

Work well above the general class level, evidence of participation in related activities outside of the classroom, thoughtful participation in classroom discussion and critique

Superlative work: careful attention to craft and presentation. Effectiveness of ideas and execution work together.

Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.

B — 80-89

Work above the general class level, participation in classroom discussion and critique

Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average solution to the problem, ideas well planned.

C — 70-79

Average work, minimal requirements met

Average or a bit above: slipping in levels of effectiveness, craft and presentation. The piece does not work well as a unified whole or statement yet effort was made. You have solved the problem but in a relatively routine way.

D — 60-69

Work below class average, lack of participation and/or poor attendance

You have solved the problem, but there is much room for improving your skills and developing concepts further.

You have neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/or incomplete effort. Work is substandard.

F — 0-59

Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

In addition to exercises and projects, your final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

80% projects

10% quizzes/tests

10% class participation

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Technology Requirements

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.html

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

- Scholastic dishonesty will not be tolerated in any class -related activity.
- Scholastic dishonesty includes, but is not limited to, the submission of someone else's materials as one's own work.
- Scholastic dishonesty may involve one or more of the following acts: cheating, plagiarism, or collusion.
- Plagiarism is the use of an author's words or ideas as if they were one's own without giving credit to the source, including, but not limited to, failure to acknowledge a direct quotation. Cite your references.
- Cheating is the willful giving or receiving of information in an unauthorized manner during an examination, illicitly obtaining examination questions in advance, copying computer or Internet files, using someone else's work for assignments as if it were one's own, or any other dishonest means of attempting to fulfill the requirements of a course.
- Collusion is intentionally aiding or attempting to aid another in an act of scholastic dishonesty, including but not limited to, providing a paper or project to another student, providing an inappropriate level of assistance, communicating answers to a classmate during an examination, removing tests or answer sheets from a test site, and allowing a classmate to copy answers.
- Academic dishonesty could result in expulsion from the University

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

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Students with Disabilities

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

Web url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Handbook & Safety

While the online manual covers specific issues related to the Department of Art, Texas A&M University-Commerce policies must also be followed. All users of Department of Art (DOA) classrooms and facilities are required to follow the health and safety guidelines outlined in this manual at all times. Report any safety issues IMMEDIATELY to your instructor(s), Teaching Laboratory Specialist, or to the DOA Health and Safety Liaison. Each course instructor will discuss their area's inherent risks, procedures and policies to provide the student with informed consent. These will be reviewed verbally at the start of each semester. A link to the online Handbook: <http://sites.tamuc.edu/art/resources/healthandsafety/>

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Students that meet in face-to-face Department of Art courses must complete the online form for each course they attend. A link to the online form: <http://dms.tamuc.edu/Forms/ArtLabPolicy>

*This must be completed on-campus while using the University wifi or ethernet connections.

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Week 1

Introductions
Brief lesson - UX/UI basics
Week 1 take-home assignment given:
Watch/read/respond

Week 2

Review of week 1 take-home assignment
Brief lesson - Tools and artifacts
Week 2 take-home assignments given:
Create inspiration library
2-3 UX exercises

Week 3

Review/presentation of week 2 take-home assignments
Brief lesson and exercise - Project A personas
Week 3 assignments given:
Add to inspiration library
2-3 UI exercises
Polish low-fi artifacts (personas)

Week 4

Review/presentation of week 3 take-home assignments
Brief lesson and exercise - Project A mapping
Week 4 assignments given:
Add to inspiration library
2-3 UI exercises
Polish low-fi artifacts (maps)

Week 5

Review/presentation of week 4 take-home assignments
Brief lesson and exercise - Project A prototyping
Week 5 assignments given:
Add to inspiration library
2-3 UI exercises
Polish low-fi paper artifacts (prototypes)

Week 6

Review/presentation of week 5 take-home assignment(s)
Brief lesson and exercise - Project A user testing
Week 6 assignments given:
Add to inspiration library
2-3 UI exercises
Polish low-fi paper artifacts (based on feedback)

Week 7

Review/presentation of week 6 take-home assignments
Brief lesson and exercise - Project A design
Mid-term prep
Week 7 assignments given:
Add to inspiration library
Watch UX Color Theory video
Create 4-5 screen designs

Week 8

Review/presentation of week 7 take-home assignments
Retention mid-term test
Brief lesson - giving feedback
Class critique
Week 8 assignments given:
Add to inspiration library
Finalize revisions/expansions on visual design
Write Project A summary

SPRING BREAK

Week 9

Review/presentation of week 8 take-home assignments
Brief lesson and exercise - Project B client selection
Week 9 assignments given:
Add to inspiration library
Research client - audiences, goals
Identify competitors and review their products

Week 10

Review/presentation of week 9 take-home assignments
Brief lesson and exercise - Project B personas, voice & tone
Week 10 assignments given:
Add to inspiration library
Define situation(s) for maps
Create voice & tone guide for app

Week 11

Review/presentation of week 10 take-home assignments
Brief lesson and exercise - Project B mapping
Week 11 assignments given:
Add to inspiration library
Polish journey and experience maps
Write testing guide

Week 12

Review/presentation of week 11 take-home assignments
Brief lesson and exercise - Project B user testing
Week 12 assignments given:
Add to inspiration library
Polish low-fi paper artifacts (based on feedback)

Week 13

Review/presentation of week 12 take-home assignments
Brief lesson and exercise - Project B design
Week 13 assignments given:
Add to inspiration library
Create UX color guide
Create 4-5 screen designs

Week 14

Review/presentation of week 13 take-home assignments
Brief lesson and exercise - Project B prototype
Week 14 assignments given:
Add to inspiration library
Test prototype on 3-5 outside of the class
Adjust based on feedback

Week 15

Review/presentation of week 14 take-home assignments
Class critique
Finals prep
Week 15 assignments given:
Add to inspiration library
Finalize revisions/expansions on visual design
Project B summary

Week 16

Review/presentation of week 15 take-home assignments
Retention end-term test
Project and self evaluations

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Opportunities for Extra Credit

Read/listen to any of the following books and summarize the key takeaways:

The Design of Everyday Things, Don Norman

Don't Make Me Think Revisited, Steve Krug

Lean UX: Applying Lean Principles to Improve User Experience, Jeff Gothelf and Josh Seiden

Interaction of color, Josef Albers

Creative Confidence: Unleashing the Creative Potential Within Us All, David M. Kelley and Tom Kelley

Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days, Jake Knapp

Problem Solving 101: A Simple Book for Simple People, Ken Watanabe

Read/listen to any of the following blogs/podcasts and summarize the key takeaways from at least 10 articles:

A List Apart: <https://alistapart.com/>

User Defenders: <https://userdefenders.com/>

Inside Design by InVision: <https://www.invisionapp.com/inside-design/>

Telepathy: <https://www.dtelepathy.com/blog/>

Nielsen Norman Group: <https://www.nngroup.com/>

Attend three UX, UI, or design events and summarize the takeaways from the presenters