



## **ART, 311, Intro to User Experience**

COURSE SYLLABUS: FALL 2023

### **INSTRUCTOR INFORMATION**

Instructor: Brian Harrison  
Office Location: Dallas  
Office Hours:  
Office Phone: 214-954-3636  
Office Fax:  
University Email Address:  
Preferred Form of Communication: **Email**  
Communication Response Time:

### **COURSE INFORMATION**

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required : NA  
Software Required : Figma, Adobe Suite, Microsoft Suite  
Optional Texts and/or Materials

### **Course Description**

**Student Learning Outcomes** (Should be measurable; observable; use action verbs)

1. Understanding of User Experience methodologies and frameworks.
2. Demonstrate Design Thinking and Strategy skills.
3. Create experiences that solve user challenges.
4. Gain user insights through in-person interviews and validation studies.
5. Demonstrate expertise utilizing UX tools and applications.

*The syllabus/schedule are subject to change.*

# **COURSE REQUIREMENTS**

## **Minimal Technical Skills Needed**

## **Instructional Methods**

## **Student Responsibilities or Tips for Success in the Course**

## **GRADING**

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Total points corresponding to the final letter grades

A = 451- 500 Points

B = 401- 450 Points

C = 351- 400 Points

D = 301- 350 Points

F = 300 & > Points

Weights of the assessments in the calculation of the final letter grade.

Example:

Assignments        20%

Discussions        20%

Midterm Exam     30%

Final Exam        30%

TOTAL                100%

## **Assessments**

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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.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

Zoom Video Conferencing Tool

[https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

## 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](mailto: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.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

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## Interaction with Instructor Statement

### COURSE AND UNIVERSITY PROCEDURES/POLICIES

#### Course Specific Procedures/Policies

##### Syllabus Change 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.

#### University Specific Procedures

##### 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>

##### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

##### 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](#)

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### [Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

### [Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

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

## **Students with Disabilities-- ADA Statement**

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

Velma K. Waters Library Rm 162

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

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto: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

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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.

### **A&M-Commerce Supports Students' Mental Health**

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

## **Department or Accrediting Agency Required Content**

### **COURSE OUTLINE / CALENDAR**

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## **AUGUST**

### **WEEK 1 : 8/29**

**Topic:** Intro to UX Design – What is difference between web design and application design? Design Thinking Framework overview. Product Lifecycle. What is a UX designer role? Review UX job descriptions to get an understanding of the criteria for UX jobs and salary ranges. Figma vs. DX design tools. Discuss semester timeline and projects. Watch 4DWN video.

**Group Activity:** Map Customer journey of grocery shopping online vs. self-check out at store

**3Journal:** Airline

**Homework:** Journey Map – taking a trip via plane

## **SEPTEMBER**

### **WEEK 2 : 9/5 | Frame the Opportunity**

**Topic:** Design Thinking/Strategy methodologies and practices. Problem Solving and understanding the end user. Review Design Framework and Product Lifecycle. User Research. Discuss industry tools for online and in-person engagements.

**3Journal:** Banking

**Homework:** SMP1 – Walk through projects and criteria. Create Journey Map

### **WEEK 3 : 9/12 | Understand the User**

**Topic:** Design Thinking/Strategy methodologies and practices (continued). Define industry exercises to understand end users and their pain points: Persona's, 2-minute read out, Empathy Map, Journey Map, Product Definition Worksheet, Big Idea Vignettes, Prioritization Grid, Feedback Grid Define industry exercises to understand end users and their pain points.

**Special Video Guest:** Zoom video (subject to availability)

**3Journal:** Hotel

**Homework:** SMP1 - Apply design thinking exercises

### **WEEK 4 : 9/19 | Explore Ideas and Options**

**Topic:** UX processes and methodologies. Double Diamond approach, creating stories and workflows.

**Special Video Guest:** Zoom video (subject to availability)

**3Journal:** Grocery

**Homework:** SMP1 – Create workflows and wireframes

### **WEEK 5 : 9/26 | Define the Concept**

**Topic:** Wireframes...Putting it all together. Introduction to interaction design and concepts.

**3Journal:** Commuter Transportation

**Homework:** SMP1 - Wireframes

## OCTOBER

### WEEK 6 : 10/3 | Create a Prototype

**Topic:** Prototyping: Low vs. High – fidelity. Introduction to paper, Figma, coded prototypes.

**Special Video Guest:** Zoom video (subject to availability)

**Homework:** SMP1 – Finalize project prep for turn in

**Figma:** Figma for beginners: Explore Ideas tutorial

### WEEK 7 : 10/10 | Validate with Users | SMP1 Due

**Topic:** Usability and Validation. How to find participants and conduct usability testing on concepts. Present SMP1 to class

**Special Video Guest:** Zoom video (subject to availability)

**Homework:** SMP2 – Design Strategy/Planning

**Figma:** Figma for beginners: Create Designs tutorial

### WEEK 8 : 10/17 | (Optional: Meet at 4DWN Wed Grill & Chill)

**Topic:** Meet co-founders of 4DWN and review their programs for SMP2. Discuss as class projects, expectations and Q&A.

**Homework:** SMP2 – Design Strategy/Planning

**Figma:** Figma for Beginners: Build Prototypes tutorial

### WEEK 9 : 10/24

**Topic:** Design Systems (Material, Ant, Atlassian). Design systems vs. Design Language vs. Style Guide.

**Homework:** SMP2 – Wireframes

**Figma:** Figma for Beginners: Prepare for Handoff tutorial

### WEEK 10 : 10/31

**Topic:** Figma Wireframes & Prototyping

**Homework:** SMP2 – Wireframes

**Figma:** Figma for education: Learning Auto Layout

## NOVEMBER

### WEEK 11 : 11/7

**Topic:** Figma Wireframes & Prototyping

**Homework:** SMP2 – Prototype

**Figma:** Figma for education: Animation Basics



**WEEK 12 : 11/14**

**Topic:** Development hand off. Discussion on UX hand off and back-end systems.

**Special Video Guest:** Zoom video (subject to availability)

**Homework:** SMP2 – User Testing Validation

**Figma:** Figma for education: Prototyping 101

**WEEK 13 : 11/21**

**Topic:** Open Work Session (Thanksgiving)

**Homework:** SMP2 Projects

**WEEK 14 : 11/28**

**Topic:** SMP2 Class Review

**Homework:** SMP2 Final Prep

**DECEMBER**

**WEEK 15 : 12/5**

**Topic:** SMP2 Presentation R1 to Co-founders of 4DWN

**WEEK 16 : 12/12**

**Topic:** SMP2 Presentation R2 to Co-founders of 4DWN