



ARTS 411 801 88787 / Advanced User Experience in Multimedia
COURSE SYLLABUS: Fall 2023

Instructor: Raul Varela

Class Meeting Times: Tuesday 6:30pm - 10:30pm (8/28/2023 through 12/15/2023)

Class Meeting Location: 8750 N. Central Expressway, Room 1922 • Dallas, TX 75231

Consultation Hours: Monday – Friday, 9am-6pm (by appointment only)

Phone: 972.672.8401 (Communication Response Time: 24 hours)

School Email: raul.varela@tamuc.edu

C O U R S E D E S C R I P T I O N

This course guides you through a holistic journey where you'll explore the principles of successful UI/UX design. From understanding user behavior to designing Graphical User Interfaces (GUI) for devices using Adobe XD. You'll be immersed into a dynamic learning environment that mirrors a real-world UI/UX agency process.

Through a series of rigorous assignments, you'll learn how to look at UI/UX beyond pretty design and apply purpose, empathy and design thinking to your work. You'll learn how to conduct research to validate your ideas, write a complete website audit, create user personas, design wireframes, develop high-fidelity prototypes, and present your ideas with conviction. Guided by industry best practices, this course equips you with the real-world skills you need to become an effective UI/UX designer.

S T U D E N T L E A R N I N G O B J E C T I V E S

1. Identify and analyze successful mobile app design principles by evaluating existing apps.
2. Conduct user research to gather insights and validate app ideas while identifying user pain points.
3. Develop user personas that outline target audience demographics, goals, motivations, and challenges.
4. Create journey maps to visually depict user interactions and information organization within the app.
5. Utilize ideation techniques like Crazy 8 to generate creative app concepts and rapid prototypes.
6. Design functional and visually appealing mobile apps tailored to specific user needs.
7. Apply fundamental design principles to translate concepts into clear and focused app interfaces.
8. Create wireframes to outline app layouts, content placement, and overall user flow.
9. Develop mood boards that define app visual direction, color schemes, typography, and UI elements.
10. Produce high-fidelity prototypes demonstrating app functionality and user experience, ready for development.

RESEARCH SOURCES

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1. Various sources identified through the student's individual research
2. Academic texts, peer-reviewed articles, scholarly papers, accessed either through brick-and-mortar libraries or online in scholarly databases, such as JSTOR.
3. Other major design university MFA archives (SVA, VCU, Stanford D-school)
4. AIGA archives
5. Publications: *Entrepreneur*, *Forbes*, *Harvard Business Review*, *Wall Street Journal*, *Strategy*, *Red Herring*, *Fast Company*, *Inc. Magazine.*, *Fortune*, *TIME*, etc.
6. Media: Broadcast news channels, credible newspapers or magazines such as CNBC or Bloomberg
7. Anything, anywhere that is relevant to your topic (recorded interviews, ethnography, etc.)
8. Wikipedia

CLASS RULES

- You are expected to work in class and out of class. *This is part of your weekly grade.*
- You are expected to come to class ready to present your assignments. *This is part of your weekly grade.*
- You are expected to provide feedback to your peers. *This is part of your weekly grade.*
- You must take notes in class when the instructor or your peers provide feedback that is critical to your project.
- You must take notes. The instructor will randomly check your notes. *This is part of your weekly grade.*
- Do not miss deadlines! *This is part of your weekly grade.*
- All projects are given with a detailed assignment sheet to be completed by the beginning of the next class.
- Mini-deadlines are part of the overall assignment and play a major role in your projects final grade.
- All work is due on the assigned date. Projects are due at the beginning of class and must be uploaded into D2L by Wednesday afternoon. *This is part of your weekly grade.*
- Late work is accepted at instructors' discretion and under extreme personal circumstances.
- During class you may not work on other course projects without the consent of the instructor.
- If you are caught texting, 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 receives a 0 as their daily grade.
- Learning how to use AI effectively is critical and will be allowed in this class for select assignments as an assistant to you, not to do the assignments for you. You are not allowed to remove the human and critical thinking aspects of your assignments. This could diminish your value in the marketplace if you get accustomed to having AI do all the problem solving for you. Do not let AI replace the human part of what you must do to succeed in your career!

AI POLICY

- Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text and image, or suggest replacements for text and image, as determined by the instructor of the course.
- Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).
- Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.
- In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

ATTENDANCE

- **FIRST ABSENCE:** The student will receive an email from the VisCom admin and a copy goes to the instructor and Lee
- **SECOND ABSENCE:** The student will receive an email from the VisCom admin and a copy goes to the instructor and Lee. Lee 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.

GRADING

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. Originality of idea 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 and idea well planned. Execution is well done.

C — 70-79

Average work, minimal requirements met

Average or a bit above: Slipping in levels of originality, 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 your 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:

- 1. Quality and effort on your 2 projects..... 50.0%
- 2. Ability to meet all deadlines and turn in assignments 25.0%
- 3. Weekly presentations to the class 15.0%
- 5. Attitude, participation including feedback for peers 10.0%

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

INSTRUCTOR CONTACT AND RESPONSE TIME

Office: Adjunct Office

Office hours: Please make an appointment by sending an email to raul.varela@tamuc.edu

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making an appointment.

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.

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/>

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 Wi-Fi or ethernet connections.

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.

LAB INFORMATION

1. Use your university login information to work on the machines.
2. Please use your USB drive as a storage device and for transport only, it is not an additional hard drive.
3. You are responsible for keeping up with your files.
4. Students may also choose to keep their work on their personal google drive to always have access to their work.
5. You may not eat in the lab.
6. Please make sure cell phones are silenced. No headphones on during class.
7. Do not load any type of personnel software onto these computers. Resist this temptation.
8. **Always leave the lab clean.**

A & M - COMMERCE SUPPORTS STUDENT'S 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

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.

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 below.

<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>

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.

CAMPUS CARRY RULE

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.

REQUIRED READINGS

There are no required textbooks for this class. This class will be focused on the assignments that are due every week

RECOMMENDED BOOKS

- Don't Make Me Think: a common sense approach to web usability *by Steve Krug*
- Just enough research *by Erika Hall*
- Refactoring UI *by Adam Wathan and Steve Schoger*
- 100 Things Every Designer Needs to Know about People *by Susan M. Weinschenk*

COURSE OUTLINE / WEEKLY ASSIGNMENTS

You will get access to the weekly assignment on D2L. If you are absent, it is your responsibility to check with a classmate or contact the instructor to ensure you are clear on the assignment. Failure to turn in EVERY assignment in accordance with the class schedule will negatively affect your final grade. All projects are due on the dates noted below. You are responsible for turning in work on time regardless of attendance.