

Fall 2026
Design III

Room 1924

Wednesday
6:30-10:30pm

Stefani Guest
stefani.guest@etamu.edu

Course Content

Through the design of a mobile application and web experience, you will learn how to craft meaningful experiences for users with research, testing and visual design. You will also learn how to take all of the findings over the course of the projects and turn them into a well presented case study.

Course Outcomes

- Understand the iterative process of creating user focused designs.
- Know how to get feedback quickly using methods like rapid prototyping and usability testing.
- Basic understanding of design and interaction patterns used on the web and mobile.
- Craft compelling experiences through visual design and animation that are appropriate for your users.
- Know what's expected of you as a professional – presenting work, offering meaningful and focused critique, revising work and keeping to tight timelines.

Each project will be broken into 3 phases:

Concept

- Discovery of who your client and users are. This includes everything from personas to core brand elements.
- Focus on an idea that's meaningful to the user.
- Wireframe and prototype your core experience.

Delivery

- Create mood boards using brand elements, images and animations to inform your visual design.
- Apply visual and interaction design to the core flow of your experience.
- Prototype key interactions/animations.
- Validate and iterate key interactions.

Learning

- Present your work summarizing findings from concept to final delivery.
- Detail your key learnings and insights.

Class Parameters

All work is to be **originally** created and revised by the student enrolled in the course. The use of purchased or free online templates will be at the discretion of the instructor. Consideration may be made for basic structure or elements, not for design, layout or content.

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 the project supplies needed. Not being able to make progress during class due to lack of materials or participation 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.

All work is due on the assigned date. Assignments are due at the start of class. For a project to be considered complete, the specified electronic portion placed, as directed, onto D2L. 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 receives a 0 as their daily grade.

LATE WORK:

up to 7 days late - minus 1 grade point,

8 - 14 days late - minus 2 grade points,

More than 14 days late - the work will not be considered for a grade.

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Lab Information

Use your University login information to work on the machines

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. Students may also choose to keep their work on their personal google drive to always have access to their work and be prepared to work in class.

You may NOT eat in the lab.

Please make sure cell phones are silenced. No headphones on during class. Class time is critique time.

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

Always leave the lab clean.

Attendance

FIRST ABSENCE: The student will receive an email from the VisCom admin.

SECOND ABSENCE: The student will receive an email from the VisCom admin.

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

A tardy is 15 minutes late.

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

Office: Room 1924

Office hours: please make an appointment via email, some availability in person before class

StefaniGuest@etamu.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.

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.

AI policy

East Texas A&M 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. If the instructor allows AI to be incorporated into a solution, the student must acknowledge and credit its use and provide the prompt used to create the output.

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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. 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:**

- 80% projects
- 20% class preparedness and participation

Technology Requirements

LMS

All course sections offered by East Texas A&M University 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

Zoom Video Conferencing Tool: https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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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>

Student Responsibilities For Course

CWID and Password

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@etamu.edu.

Technology-Related Issues

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 ETAMU campus open computer lab, etc.

Technology Requirements And Support

Minimal Technical Skills Needed

Students will need reliable computer and internet access for this course. Students must be able to effectively use myLeo email, myLeo Online D2L, and Microsoft Office and the Adobe Creative Suite.

Learning Management System (LMS) – D2L

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS).

Below are the technical requirements:

- View the Learning Management System Requirements Webpage.
- Learn more on the LMS Browser Support Webpage.

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 on the Brightspace Support Webpage.

Course and University 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.

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 online in the Student Guidebook. Students should also consult the Rules of Netiquette Webpage for more information regarding how to interact with students in an online forum.

Academic Integrity

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

Undergraduate Academic Dishonesty University Procedure 13.99.99.R0.03

Undergraduate Student Academic Dishonesty Form Graduate Student

Academic Dishonesty University Procedure 13.99.99.R0.10

Graduate Student Academic Dishonesty Form

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

East Texas A&M University

Velma K. Waters Library Rm 162

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

Computer Access

Fax (903) 468-8148

Email: studentdisabilityservices@etamu.edu

Website: Office of Student Disability Services

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Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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 ETAMU 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. Pursuant to PC 46.035, the open carrying of handguns is prohibited on all East Texas A&M University campuses.

Report violations to the University Police Department at 903-886-5868 or 9-1-1. East Texas A&M Supports Students' Mental Health – Counseling Services. The Counseling Center at East Texas A&M University, 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

Mental Health and Well-Being

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.