

## User Experience Design for Technology

Course Syllabus, 1.1, last revised 4/13/2020

\* Note that this syllabus is subject to change. Students will be notified about any changes.

### Course Logistics

#### Meeting Times:

- M/T/Th/F
- Times dictated by program schedule

#### Meeting Location:

- Zoom

### Instructor Information

#### Instructor: Sarah Morrison-Smith, PhD

- E-mail address (preferred): smorriso@barnard.edu (put "Summer UXD" in the subject)
- Office hours: TBD
- Office location: Zoom
- Class Web site: Canvas Only

To make an appointment, send a formal email with the subject including "Summer UXD" and include your meeting goals, any relevant questions, and several proposed meeting times.

### Course Information

#### Prerequisites:

There are no prerequisites for this course.

#### Catalog Descriptions:

- Introduces methods and tools used in User Experience Design (UXD). Key concepts include design thinking, ideation, iterative design, and design documentation. Projects utilize software tools used in the industry.

#### Course Overview:

This is a summer course that introduces students to the methods and tools used in User Experience (UX), and User Interface (UI) design. This course focuses on the early design stages of a product's lifecycle, and aims to ensure the product will meet user needs; some example tools and methods to be covered include personas, scenarios, storyboards, wireframing, Balsamiq.

This class will serve as an introduction to these methods; no prior design experience is necessary. In this course, students will work on an individual project covering one or more

of the UXD methods for products designed for today's world of ubiquitous and mobile technology. Developers with experience in UX/UI design methods are in high demand in today's software industry, and the project students work on in this course will strengthen their portfolio.

## Course Components:

This course involves the following components:

- Lectures—core user experience design concepts will be presented, discussed.
- In-Class Activities—group activities to introduce and practice user experience design techniques, similar to lab-style activities.
- Project—one group project covering all phases of the user experience design project lifecycle will be completed, including (1) exploring a design space, (2) generating design concepts, and (3) refining design concepts, ultimately producing a wireframe of a product to solve a real-world problem.

## Learning Outcomes:

By the end of this course, students will be able to:

- Conduct *exploratory* design activities to understand a design space when designing a new user interaction.
- Conduct *generative* design activities to creatively fill user needs when designing a new user interaction.
- Conduct *refining* design activities to select and iteratively improve a design concept for a new user interaction.

## Course Materials

### Materials Required:

This course makes heavy use of industry methods for designing software. Students are expected to purchase supplies as needed for these methods, including:

- Scratch paper of various sizes for sketching (unlined)
- Pencils, pens
- Ruler or straight edge

When such supplies will be needed in class, announcements will be made at least one week in advance. Lack of preparation will harm students' class participation grade.

Poster printing is required for the final project. Posters can be printed for a fee at Columbia Copy or other copy/print stores. Posters do not have to be mounted on foam board.

### Textbooks Required:

There is no textbook required.

## Optional Textbooks:

Additional readings for the course may be taken from the following books. Students may choose to purchase their own copy of one or more of these textbooks to read beyond the scope of the course. This may be especially useful for students considering user experience / user interface development careers, which make heavy use of these methods and concepts.

- *Sketching User Experiences: The Workbook*, by Greenberg, Carpendale, Marquardt, and Buxton, ISBN-10 # 0123819598

## Software Required:

Students are **required to have a computer capable of running Zoom** to participate in in-class activities. The following free or trial software packages may be necessary to be installed by students on their laptops or used via online services over the course of the semester:

- Balsamiq, by Balsamiq Studios (<http://balsamiq.com/>)

## Course Outline

### Course Topics:

- User Experience Design and Graphic Design for computer interfaces.
- Design techniques such as scenarios, personas, storyboards, wireframing, and information architecture.
- Low fidelity prototyping tools.

### Tentative Schedule: [subject to change](#)

Week	Date	Topics
1	6/29	Syllabus, course and project introduction, goals of HCI
1	6/30	Brainstorming, personas
1	7/2	Scenarios and Storyboarding
1	7/3	Affordances, controls, interface metaphors
2	7/6	Information architecture and wireframing
2	7/7	Grids and graphic design
2	7/9	Gestalt principles, evaluating methods
2	7/10	Presentations

## Honesty & Collaboration:

High level questions can be discussed amongst each other and amongst the groups. Not allowed in this course include the following:

- 1) **plagiarism** (misrepresenting others' ideas as your own, can be fixed with simple citation),
- 2) **social loafing** (e.g., for group work)

As for other courses at Barnard in the past, offenders will be held to the Barnard Honor Code (see below) including reporting incidents to the Dean of Students. The results of this can include failing grades and disciplinary action (which can lead to expulsion).

## Grading:

The following items will contribute to students' grades in this course: project (60%) and class participation (40%). **Students will ultimately be assigned either a "pass" or a "fail" for the PCP program.** However, letter grades will also be assigned to give students an idea of what they would receive in an actual college course. As a C- would not be a qualifying grade for maintaining good academic standing at Barnard, **students will be required to achieve a C in the course to pass the class.** In-class activities will be graded complete/incomplete and a rubric will be provided for the project.

**Note:** At Barnard, the concept of satisfactory academic progress mandates that students maintain a minimum GPA of 2.0 or better (C or better). An average of C- is equivalent to a GPA of 1.67 and therefore does not satisfy this requirement. For more information on grades and grading policies, please consult the Barnard's policies regarding academic standing <https://barnard.edu/dos/policies-procedures-academic-standing>.

All final course grades will be rounded to the nearest whole number.

Letter	Range (%)
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76 *
C-	70-72
D+	67-69
D	63-66
D-	60-62

## Course Policies

### Classroom Expectations:

To be courteous to your fellow students, please:

- Turn all cell phone ringers to silent and step off camera if you must take calls.
- Turn off all audible notifications on laptops and phones.
- Refrain from texting during class.
- Use laptops only for taking notes, looking up relevant information, or interacting with the class.

## College Policies and Resources

### Honor Code:

Barnard students are bound by The Honor Pledge, established 1912, updated 2016, which states, “We, the students of Barnard College, resolve to uphold the honor of the College... We pledge to do all that is in our power to create a spirit of honesty and honor for its own sake.”

The Honor Code (<https://barnard.edu/dos/honorcode>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor. Note that failure to comply with this commitment will result in disciplinary action compliant with the Barnard

### Academic Accommodations for Students with Disabilities:

If you believe you may encounter barriers to the academic environment due to a documented disability or emerging health challenges, please feel free to contact me and/or the Center for Accessibility Resources & Disability Services (CARDS). Any student with approved academic accommodations is encouraged to contact me during office hours or via email. If you have questions regarding registering a disability or receiving accommodations for the semester, please contact CARDS at (212) 854-4634, [cards@barnard.edu](mailto:cards@barnard.edu), or learn more at [barnard.edu/disabilityservices](https://barnard.edu/disabilityservices). CARDS is located in 101 Altschul Hall.

## Wellness

It is important for undergraduates to recognize and identify the different pressures, burdens, and stressors you may be facing, whether personal, emotional, physical, financial, mental, or academic. We as a community urge you to make yourself--your own health, sanity, and wellness--your priority throughout this term and your career here. Sleep, exercise, and eating well can all be a part of a healthy regimen to cope with stress. Resources exist to support you in several sectors of your life, and we encourage you to make use of them. Should you have any questions about navigating these resources, please visit these sites:

- <http://barnard.edu/primarycare>
- <http://barnard.edu/counseling>
- <http://barnard.edu/wellwoman/about>
- [Stressbusters Support Network](#)

## Software Use

All faculty, staff, and students of Barnard College are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against Barnard's policies and rules, disciplinary action will be taken as appropriate. We, the members of the Barnard College community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.