

## Course Syllabus

**Course Number:** GWDA292

**Course Title:** Experience Design

<b>Class Meetings:</b>	Section A, Tuesday, 12:30-4:20pm, Rm. 237, 2900 MAIN Bldg. The quarter begins on Monday, July 11 <sup>th</sup> , and ends on Saturday, Sept 24 <sup>th</sup> .
<b>Session/Year:</b>	Su16
<b>Instructor Name:</b>	Dr. Pete Markiewicz
<b>Email Address:</b>	<a href="mailto:pmarkiewicz@aii.edu">pmarkiewicz@aii.edu</a>
<b>Phone:</b>	Comeon, it's the 21st century, dude
<b>Class website:</b>	<a href="http://www.plyojump.com/courses">http://www.plyojump.com/courses</a>
<b>Office Hours:</b>	BY APPOINTMENT ONLY. Monday, Tuesday, Wednesday, or Thursday 11:30 – 12:30 in Room 220, 217, or 218 as arranged by student and Instructor.
<b>Contact me at:</b>	<a href="mailto:pindiespace@gmail.com">pindiespace@gmail.com</a>
<b>Facebook, LinkedIn</b>	Username: "pindiespace" or Pete Markiewicz

## Experience Design

### **Course Description:**

An examination of user-centered experience and its relationship to information architecture, interface design, and usability.

<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	22 Hours per quarter
<b>Lab:</b>	22 Hours
<b>Credit Values:</b>	3 Credits

### **Quarter Credit Hour Definition:**

*A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:*

- (1) *One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or*
  
- (2) *At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practical, studio work, and other academic work leading to the award of credit hours.*

### Course Competencies:

Upon successful completion of this course, the student should be able to:

#### ***Define user-centered experience design***

- Describe the relationship between information architecture, interface design, and experience design
- Explain the role of usability in experience design

#### ***Apply principles of experience design***

- Create user flow documentation
- Produce wireframes to communicate feedback loops
- Create interface systems for multi-platform delivery

#### ***Solve design problems with principles of experience design***

- Combine principles of usability, information architecture, and interface design to create effective user experiences

### Course Focus Competencies:

- Create a website embodying features of user experience research
- Understand the role of WPO in Ux
- Understanding the role of SEO in Ux
- Understand the relation of Sustainable Web Design and Ux
- Run user experience tests to confirm that the design matches expectations
- Iterate designs based on results in Ux testing.

**Course Prerequisite(s):** GWDA113 Fundamentals of Web Page Scripting

<b>Course Length:</b>	11 Weeks
<b>Contact Hours:</b>	44 Hours
<b>Lecture:</b>	22 Hours per quarter
<b>Lab:</b>	22 Hours
<b>Credit Values:</b>	3 Credits

**Text #1 (REQUIRED)** *A Project Guide to UX Design*, Russ Unger and Carolyn Chandler, New Riders/Voices that Matter, ISBN-10: 0-321-60737-6 ISBN-13: 978-0-321-60737-9. (NOT AN EBOOK)

**TEXT #2 (OPTIONAL):** *The Elements of User Experience*, (2<sup>nd</sup> Edition). Jesse James Garrett, New Riders/Voices that Matter, ISBN-10: 0-321-68368-4.

**Text #3 (OPTIONAL)** *Killer UX Design*, Jodie Moule, Sitepoint ISBN: 978-0-9871530-9-8, Ebook ISBN: 978-0-9872478-0-3

**Text #4 (OPTIONAL):** Don't Make Me Think Revisited: A Commonsense Approach to Web Usability by Steven Krug: New Riders, 3<sup>rd</sup> ed (2014), ISBN-10: 0321965515, ISBN-13: 978-0321965516,  
<http://www.amazon.com/Dont-Make-Think-Revisited-Usability/dp/0321965515/>

### Method of Instruction:

Lecture and lab, including online research.

**Materials and Supplies:** Backup media (CD-ROMs or thumbdrives)

**Estimated Homework Hours:** # 4 Hours per week

**Technology Needed:** Student and/or ISP accounts allowing upload of websites.

**Digital Bookshelf & Course eBook:**

If your class uses an electronic book, “eBook”, your required textbook for this course is delivered via electronic format. You do not need to purchase a hardcopy textbook. You will be able to access your eBook via eCompanion (<http://myaicampus.com>) beginning no later than the first day of class. Once you have accessed your eBook via eCompanion, you can then also choose to download the eBook to a personal computer using the Digital Bookshelf software (<http://vitalsource.com/downloads>). Please refer to the Ai Digital Bookshelf Student User Guide, available in eCompanion, for specific instructions.

To start using your eBook, enter the eCompanion site for this class. Click on the “Digital Textbook” link on the left-side navigation bar. Then, click on the link for the book.

For support using the Digital Bookshelf, contact Campus Support at 1-866-642-2771 or [campus\\_support@aii.edu](mailto:campus_support@aii.edu). This support group is available SEVEN DAYS A WEEK from 7:00 AM – MIDNIGHT Eastern Time.

**Grading Scale:**

All assignments must have clear criteria and objectives to meet. All students shall be treated equitably. It will be that student’s right to know his/her grade at any reasonable point that information is requested by that student. The criteria for determining a student’s grade shall be as follows (on a percentage of total points basis):

Grade	Grading Scale	Grade Calculations
A	100 – 93	4.0 points
A-	92 – 90	3.7 points
B+	89 – 87	3.4 points
B	86 – 83	3.0 points
B-	82 – 80	2.7 points
C+	79 – 77	2.4 points
C	76 - 73	2.0 points
C-	72 – 70	1.7 points
D+	69 – 65	1.4 points
D	64 – 60	1.0 points
F	59 and below	0.0 points

**Process for Evaluation:**

Class Participation	10%
Assignments and Exercises	50%
Mid-Term Project/Examination	15%
Final Project/Examination	<u>25%</u>

Total

100%

**\*PLEASE NOTE: SHOWING UP TO CLASS AND DOING ALL ASSIGNMENTS, WITHOUT PROGRESS, DOES NOT CONSTITUTE A PASSING GRADE.**

**Student Evaluation/Grading Policies:**

- Class time will be spent in a productive manner.
- Grading will be done on a point system.
- Points for individual activities will be announced.
- All work must be received by the set deadlines.
- Late work receives a grade of zero.
- On-time projects may be redone with instructor approval.
- ABSOLUTELY NO WORK WILL BE ACCEPTED AFTER THE FINAL CLASS MEETS WEEK 11.

**Classroom Policy:**

- No food allowed in class or lab at any time. Drinks in re-closeable bottles allowed in classroom.
- Edible items brought to class or lab must be thrown out.
- If student elects to eat/drink outside class or lab door, missed time is recorded as absent.
- Break times are scheduled by the instructor at appropriate intervals.
- No private software is to be brought to lab or loaded onto school computers.
- No software games are allowed in lab (unless in course curriculum).
- Headphones are required if listening to music during lab. No headphones are allowed in lecture.
- Any student who has special needs that may affect his or her performance in this class is asked to identify his/her needs to the instructor in private by the end of the first day of class. Any resulting class performance problems that may arise for those who do not identify their needs will not receive any special grading considerations.
- Cell phones may NOT be used in the classroom. If you have an emergency that requires you to take a call during class, you MUST inform the instructor before class begins, and step outside the room to take the call or text message.

**Attendance Policy:**

The Art Institute of Campus is committed to learning-centered, hands-on instruction, which can only be accomplished when students attend class. There are no excused absences. The satisfactory explanation of an absence does not relieve the student from responsibility for the course work assigned and/or due during his/her absences. A student who does not attend class during the first week of school or starts late is still held responsible for his/her absences. A student who is absent for three cumulative weeks\* will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid-quarter ground term) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the Registrar's Office.

It is your responsibility to stay in communication with your instructor about absences in order to stay current with assignments. You are expected to spend the entire amount of scheduled class time in the classroom. If you are dropped from the class, you may have the opportunity to appeal. It is your responsibility to ensure that your attendance in class is brought to the faculty member's attention if you arrive late.

Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid-quarter ground term), will be withdrawn from the Institute and will receive W's (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid-quarter ground term) students will be withdrawn from the Institute and will receive WF's (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

Students are encouraged to make all schedule changes early in the first week of the quarter to minimize absences. Failure to sit in all classes during the first two weeks of school will result in termination from school for the quarter. Detailed information about scheduled adjustment periods can be found on the back of your official schedule or in the local Ai campus catalog. If you are going to miss class, regardless of the reason, you should notify your instructor. You are responsible for gathering any information from the missed class period in a timely manner.

**Ai Unearned F (UF) Grade Definition:**

Unearned F Grade: students who failed the course AND did not complete the final assignments in the course. Final assignment include, but is not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a "UF" grade on the transcript. The course's instructor will award this grade when appropriate.

**Veteran Affairs Course Attendance Policy:**

- Students who receive VA educational benefits are required to pursue each of their courses to be eligible for benefits. In order to receive the full benefit allowance the student must attend all classes in which the student is registered throughout the academic term at the campus.
- A student who is absent from a particular course for a period of 14 consecutive calendar days will be considered not pursuing the course.
- At the end of a quarter, a student must complete their final assignment or take their final exam (these dates must be documented) or not receive a grade of W, WF or an unearned F, or their last date of attendance will be provided to the VA.

**Withdraw from a Course:**

In order to withdraw from a course (that is, receive a grade of “W”), a student must meet with his or her Academic Director before noon on the Friday of week 9.

**Academic Dishonesty :**

**Students are expected to maintain the highest standards of academic honesty while pursuing their** studies at The Art Institutes. Academic dishonesty includes but is not limited to: plagiarism and cheating; misuse of academic resources or facilities; and misuse of computer software, data, equipment or networks.

Plagiarism is the use (copying) of another person’s ideas, words, visual images or audio samples, presented in a manner that makes the work appear to be the student’s original creation. All work that is not the student’s original creation, or any idea or fact that is not “common knowledge,” must be documented to avoid even accidental infractions of the conduct code.

Cheating is to gain unfair advantage on a grade by deception, fraud, or breaking the rules set forth by the instructor of the class. Cheating may include but is not limited to: copying the work of others; using notes or other materials when unauthorized; communicating to others during an exam; and any other unfair advantage as determined by the instructor.

Students accused of academic dishonesty will be brought before a Student Conduct Committee. If the committee determines that there has been a violation of the Academic Dishonesty policy, the student will automatically fail the class and, depending on the severity of the infraction, may face further disciplinary action up to and including suspension from classes or expulsion from school.

**Disability Services:**

The Art Institute of California – Los Angeles provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institute of California – Los Angeles in accordance with the Americans with Disabilities Act.

Students who seek reasonable accommodations should contact the Disabilities Services Officer, Sara Lyttle, to discuss what their classroom needs are. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with the Disability Services Officer to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact Sara Lyttle, telephone number 412.518.3304. Complaints will be handled in accordance with the school’s Internal Grievance Procedure for Complaints of Discrimination and Harassment.

**Student Assistance Program:**

The Talk One2One is a pre-paid service, provided through The Art Institute of California – Los Angeles, that offers a menu of services and support accessible 24/7 to assist the student in attaining balance and academic success, including: counseling, budget and debt assistance, information and resource referrals, consultations, and new parent coaching. If you are in need of services, contact Talk One2One at 888-617-3362.

**Tutoring Center:**

Full-time faculty will be available during office hours to share knowledge, engage in dialogue and/or give advice and guidance to our student body in the Student Success Center. Students may meet with full-time faculty during their office hours by scheduling an appointment with the faculty member.

**Commitment to Excellence – Reading/Writing/Comprehension:**

While the principal goal of this course is the acquisition of knowledge in the subject area, students should be aware that The Art Institute of California requires that research on a particular topic and clear and effective writing be an integral part of the learning process.

**Media Policy:**

All media (images, videos, audio, etc.) used for assignments must be legally obtained, and use of that media must not infringe on any copyrights. Violations of this policy in any assignment will result in a failing grade for that assignment. Documentation of media sources will be required for each assignment.

**Communication:**

We will use eCompanion for communication during the term. It is your responsibility to check the system and your email daily and be prepared for possible changes and announcements. Use the eCompanion network to get homework assignments and to contact your classmates for notes and details if you miss a class. Homework will be turned in during class or through the eCompanion dropbox. Late homework must be turned in to the correct dropbox in eCompanion to be graded.

**Library Assignment:**

All students will need to utilize the Library for research and reference throughout the quarter. The Library is a valuable source for finding design ideas that will be needed for this course, i.e.: inspiration and design fundamentals for mid-term and final projects; locating popular trends in design, illustration and photography; referencing past award winning designs which may be used as a guide; identifying benchmarks or referencing competent design works.

**Student Art Work:**

All student work, which has not already been returned during the quarter, will be available for pickup no later than 5:00 pm, Monday of the first week of break. Any work NOT picked up by that date and time will be discarded unless other arrangements have been made. Students must take personal responsibility for their work.

**Additional Policy notes for this Instructor:**

1. **If you don't understand, come to office hours...**
2. **Office hours are not a second lecture** – they are designed to give you additional help for problems you didn't understand in class.
3. **You are completely responsible** for your own performance in class.

## Course Outline:

*Monday, Sept. 5<sup>th</sup> (Labor Day) is a Campus Holiday. No classes are scheduled.*

Week/Day	Topics
1	<b>Introduction to Ux, Website Critique</b> <b>LECTURE:</b> Syllabus review. What is User Experience (Ux)? What makes an experience? History of web Ux. User Experience and the web. Differences between User Experience (Ux), Interaction Design, and User Interface (Ui). Creative design and user feedback. You are NOT your user. Examples of effective web design over time (Wayback) <b>LAB:</b> Create a basic HTML page, and equivalent page in InDesign. Research inspirational websites. Find sites with effective Ui and Ux. Research history of effective design (Wayback) <b>HOMEWORK:</b> Research examples of great Ux for presentation next week (group slideshow).
	<b>The process of Ux, Business Model, Research &amp; Personas</b> <b>LECTURE:</b> Process of Ux. Iterative vs. waterfall design. Plane Models (Garret). Deliverables timeline. Online tools. Business Models for the web. Competitive analysis. Features of human perception relevant to Ux. Personas and Scenario deliverables. Testing Personas in Focus Groups. <b>LAB:</b> Research business models for group project. Decide on Group Concept. Create draft Personas. Focus Group research (find participants, collect questions, labels, categories, concepts). Create a site “billboard” with a simple inspirational message using type and color. <b>HOMEWORK:</b> Create “ideation” concepts for a set of business models. Create a “long-form” customer scenario with multiple personas. Business model deliverable. Focus Group Questions from Customer Scenarios.
	<b>USER TEST 1: Storyboards, Concept Maps, Affinity Maps, Prototypes</b> <b>LECTURE:</b> Affinity mapping. Taxonomy and Folksonomy. Card-Sorting. Concept models. Exploring Ux via Rapid Visualization. Creating early-stage prototypes. Group organization. <b>LAB:</b> USER TEST 1: FOCUS GROUP TESTING. Group finalizes business model for a final project, chooses identity direction, division of team labor. Affinity Maps based on Focus Group results. Group refines Personas for their concept. Group begins developing Storyboards and Taxonomy. <b>HOMEWORK:</b> Organize team workflow. Taxonomy. Work on USER TEST 2: Create Card-Sorting Test for Folksonomy. Create storyboards for Persona(s) HTML, CSS, JS Tutorials I
3	<b>USER TEST 2: Moving from layout to Interaction. Wireframes.</b> <b>LECTURE:</b> Sitemaps and Wireframes. Wireframes showing interaction patterns. Effective navigation. Static versus dynamic design. Illustrating navigation with wireframes. Introduction to Interaction Design Patterns. User Testing with Paper Prototypes. <b>LAB:</b>
	4



	<p>USER TEST 2: Card Sorting, Folksonomy. Group develops Wireframes, Sitemaps based on Business Model and Persona Analysis. User Flows and Flowcharts. Group begins work on User Journey. Group researches and identifies Interaction Design patterns in their wireframes. Group develops first-pass Paper Prototypes.</p> <p><b>HOMEWORK:</b></p> <p>Group works on User Flow deliverable. Tasks to Features Deliverable. Group develops preliminary Paper-Prototype wireframes along with, Sitemap Deliverable, Persona, Taxonomy, deliverables. Work on USER TEST 3 (Paper Prototype). Find participants for Paper Prototype testing.</p>
	<b>USER TEST 3: MIDTERM test and Project Presentation (Iteration 1)</b>
5	<p><b>LAB:</b></p> <p>USER TEST 3: PAPER PROTOTYPE TESTING. Midterm combining design and usability testing, with iteration. Group presents their prototype and Ux deliverables. Concept tested by non-class members. Critique of project according to Ux principles.</p> <p><b>HOMEWORK:</b></p> <p>Begin developing Animated User Flows and detailed Wireframes.</p>
	<b>Interaction Design, Mobile Design and Ux</b>
6	<p><b>LECTURE:</b></p> <p>Midterm review. Concept Models and Mind Maps. Interaction Design patterns. Mobile First theory. Design mobile websites. Responsive Design. Behavioral models for Ux. Motivation, Affordances and Triggers. structural and interface maps. Relation of affordances to triggers.</p> <p><b>LAB:</b></p> <p>Group works on Concept Model/Mind Map Deliverable. Group completes detailed Wireframes Deliverable. Begin developing code base (a boilerplate like Twitter Bootstrap).</p> <p><b>HOMEWORK:</b></p> <p>Work on Sitemap Deliverable. Create a first-draft “wireframe” website matching the User Flow Deliverable (animation not necessary). Work on User Journey.</p>
	<b>Interface Design and Ux</b>
7	<p><b>LECTURE:</b></p> <p>Role of images and icons in user interface. Typography. Color, Audio, Video, Animation in Ux. “Page Comps” and Ux. Insights from print design. Developing page comps as part of the Ux process.</p> <p><b>LAB:</b></p> <p>Group creates Style Tile for final project and additional wireframes. Group analyzes affordances, triggers, motivations, ability in terms of behavioral design models.</p> <p><b>HOMEWORK:</b></p> <p>Group completes Animated User Flow deliverable. Group develops Style Tile Deliverable. Group works on Usability Test 4 (Task Completion). Work on User Journey.</p>
	<b>USER TEST 4: Usability Testing, Accessibility Navigation and Evaluation</b>
8	<p><b>LECTURE:</b></p> <p>Time is devoted to USER TEST 4.</p> <p><b>LAB:</b></p> <p>Task Completion Test. Students iterate design based on user results. Work on Code Prototype.</p> <p><b>HOMEWORK:</b></p> <p>Iterate design and deliverables based on usability evaluations. Work on Code</p>

Prototype.

### More about Prototypes. Sustainable Web Design in Ux

9

#### LECTURE:

More about Prototypes. SEO and Ux, WPO and Ux, Accessible and Sustainable Web Design. Long-term maintainability/upgradability as a feature of Ux. Role of SEO (Search Engine Optimization) in Ux. Role of WPO (Web Performance Optimization) in Ux. The Internet as an “ecosystem”. Systems theory. Sustainable Web Design as a meta-pattern including WPO, SEO, and Ux.

#### LAB:

Students demonstrate a working Code Prototype Students analyze their wireframes for the site in terms of standard lists of Ui design patterns from “The Design of Sites” websites.

#### HOMEWORK:

Create Sustainable Web Design deliverable (SEO, WPO, Ux Scorecard). Prepare User Journey for large-format printing.

### Analytics. Project Presentation and Evaluation

10

#### LECTURE:

A website is never “put to bed”. Using online tools (e.g. Google Analytics) to learn about use, post-launch. Evaluating pre-launch assumptions. Iterating design based on user feedback.

#### LAB:

Students iterate design based on sustainable web design principles. Add back-end interactive features. Get ready to print large-format User Journey.

#### HOMEWORK:

Complete final website and project presentation. Upload website. Print final large-format User Journey.

### FINAL PROJECT PRESENTATION

11

*Students present final project (launch site or late-stage prototype)*

---

---