

UI/ UX Design Spring 17

Department of Graphic Design, GDS 320X

Mondays, 8:30—11:30 and 1:15—3:15 pm

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http://www.thestudio-site.com/ed/ux_sp17.html

Course Description:

Catalog description - The technological changes of the past 10 years have expanded the possibilities for graphic interface design in countless ways. From devices, to wearables, to the Internet of Things, providing an intuitive and enjoyable experience via a Graphic Interface is critical to both attracting and keeping users. Core concepts of Graphic Design, such as hierarchy, information architecture and narrative flow, grids, and basic typography are central to successful designs and experiences. In addition to reinforcing these basics, this class aims to demystify user experience by having students engage in rapid prototyping of Interfaces using contemporary methods and tools. Students will not only create workable prototypes of their designs and apps, they will rapidly test them with an audience, gather feedback and rework their designs based on that feedback. These experiences will give students a practical and simple introduction to what UX is while also explaining some of the core concepts of usability.

Prerequisites: 1 year of graphic design training or permission of instructor

Course Objectives:

- Employ the basics of traditional graphic design (hierarchy, typographic choices, design elements and principles) to contemporary interfaces and devices.
- Build working prototypes of Apps and interfaces on the devices of their choice (using current industry tools such as Invision, Form, Pixate, Balsamiq, Digital Publishing Suite, etc.)
- Create testing groups and feedback loops
- Use concepts such as Structure, and Narrative to map complex Information structures (much more complex than simple Info-graphics)
- Determine key analytics

Class Schedule

January 23 **Welcome and Intro to UX**
Assignment 1: d.School Crash Course
Assignment 2: Rapid Prototype (RP):
U Circle Multi-Modal Transportation Solutions Students will meet with representatives from University Circle and develop communications regarding all the transportation options in U Circle.

Class Schedule

January 30	A2 Workday Methods: Look and Ask
February 6	A2 Presentations: Teams present Rapid Prototypes (RP) for UCircle solutions Emotion and User Experience Methods: Learn and Try Prepare semester projects.
February 13	A3 Individual Projects begin Breaking Boundaries, Influencing Experiences UI: Site Maps, Wireframes, and Space Plans 1
February 20	Principles and Patterns in Design Language Project Planning 101
February 27	Storytelling As UX Guide UI: Site Maps, Wireframes, and Space Plans 2
March 6	A3: Projects Presentation User Testing 101 (How to sort out valuable feedback) How to Write Surveys Sign up for individual meetings
March 13	Spring Break (no class)
March 20	A3b: Project Plans App Standards and Prototyping Tools
March 27	Evaluating User Experience Information Architecture and Interaction within Design
April 3	Presentations of A3 and A3b
April 10	Best Practices, New Insights
April 17	Work Day Prep for Final Prep for Final - Rehearsal

Class Schedule

April 24	Spring Show - Date TBD, Work Day
May 1	Final Critique Final presentation and critique: Digital Presentation Findings Document Presentation Boards Show all the work from the semester. Try to have at least one user from each project.

Recommended Reading/Links

An Introduction to Information Design - Coates and Ellison

The Psychology of Everyday Things - Don Norman

Designing for the Digital Age: How To Create Human-Centered Products and Services - Kim Goodwin

Designing Interactions - Bill Moggridge

<http://uxdesign.com>

<http://adaptivepath.org/ideas/>

<http://www.uxmatters.com>

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Required Course Materials:

Laptop with Creative Cloud

Sketching/Drawing Materials

Smartphone for photos, recording, videos, etc

(if doing Apps) Prototyping software, such as Invision or Balsamiq*

CIA Policies

Class Trips Policy from the Student Handbook:

Faculty may conduct instruction-related trips or tours that require students to travel away from the Institute and be absent from scheduled class times for courses other than the one for which the excursion is intended. Students must notify all faculty whose courses will be missed. In addition, all students must sign an approved release form, in advance of the trip, that declares that they will not make a claim against the Institute or its personnel/representatives for injury or damage sustained while on the trip. Release forms should be returned to the faculty member leading the trip before the event. All CIA policies are in effect during sponsored excursions away from campus.

CIA Attendance Policy:

It is in students' best interest to attend all sessions of the classes in which they are registered and to attend all associated lecture programs and meetings. Progress as an artist depends not only on completion of assignments but also on full participation in dialogue with studio and academic classes. Each faculty member has discretion in taking attendance and penalizing habitual absences or tardiness, and will advise the class about what will be considered acceptable attendance for the purpose of grading.

Students who expect to miss classes or activities due to religious observances should speak with their faculty members well before the expected absence. Students are responsible for the missed work, and it is up to the faculty member to determine how they will "count" that absence.

Three weeks of class absences may result in failure. Four weeks of absences will result in failure. Students must notify their faculty member if they will miss a class, and Academic Services if they will miss more than one class. If a student has a problem with missed classes, they should meet with an Academic Services staff member to discuss options.

Individual faculty members may require written documentation of a student's illness or injury. Note that Student Health Services (SHS) does not provide documentation for class excuses. Under certain circumstances, UHS will give you written verification of the date of a visit to their office. A student who is hospitalized or has an extended illness is asked to give HIPPA permission to a specific advisor in Academic Services so they can communicate with UHS and the hospital regarding the student's illness and assist as needed. Students should contact their instructor(s) as soon as possible after an unavoidable absence. An unexcused absence from a final critique or exam will result in automatic failure of the course. Students are required to notify a staff member in the Office of Academic Services prior to missing a final exam or critique.

CIA Grade Descriptions and Grading Policy from the Student Handbook:

Policy on Minimum Grade in Studio Major Courses:

Consistent with CIA's long-standing tradition of excellence in all levels of art and design education, effective Fall 2014, all students must earn a grade of at least "C" in all studio and core courses required by the major in which they are enrolled. This minimum requirement does not pertain to Liberal Arts, Foundation, or studio electives taken in another major. Any student earning a "C-" or lower will be required to repeat that course at CIA and attain a "C" or better grade.

Letter Grades

Letter grades are a means by which faculty members communicate their professional assessment of students' work. The primary purpose of assigning grades is to provide a realistic standard of reference by which students can measure their progress while enrolled at CIA.

Grades are reported twice each semester: mid-term grades after the first eight weeks and final grades at the close of the term. The mid-term grade is a preliminary indication of your progress to date.

Semester and cumulative grade point averages are reviewed by Academic Services each term to determine each student's academic status. Each transcript includes the semester Grade Point Average (GPA) and the cumulative GPA.

Letter grades have the following meaning:

A, A-: Work of consistently outstanding quality, which displays originality, and often goes beyond course requirements

B+, B, B-: Work of consistently good quality, demonstrating a high level of proficiency, knowledge and skills in all aspects of the course

C+, C: Satisfactory work that meets the requirements of the course and conforms to the standards for graduation

Per the minimum grade policy (above), a C- or lower grade in a studio course required for the major will not be accepted toward the degree, and the course must be repeated.

C-: For studio courses required by the major, any student earning a C- or lower must repeat the class. In Foundation, Liberal Studies and Elective Studio Classes, a C- is a satisfactory grade for passing the class.

D+, D, D-: Work deficient in concept or execution but acceptable for course credit

F: Work unacceptable for course credit and does not meet the standards for graduation

CIA Course Evaluation Policy

Your evaluation of this course is extremely important to the Institute and will help improve the course content and instruction. Your thoughts matter. Please take a moment to respond to the evaluation at the end of the semester.

Remember:

- Faculty use information from course evaluations to improve their courses and teaching methods, and to determine whether course content is meeting the needs of their students.
- Department chairs review course evaluation data to assess both their faculty, and the value of courses offered in their department.
- University committees include course evaluation data as part of faculty reviews, to determine promotion and tenure.

CIA Policy on Plagiarism and Academic Dishonesty from the Student Handbook:

All acts of academic dishonesty diminish the integrity of the Institute and are taken very seriously by the school. Students being accused of Academic Dishonesty will participate in our judicial process and if found responsible, will be subject to appropriate sanctions. Sanctions may include, but are not limited to any one or a combination of the following:

- Formal warning/censure/academic alert.
- Reduced grade including a failing grade for the assignment.
- Reduced grade including a failing grade for the entire course.
- Forfeiture of student leadership positions, and/or restrictions on participation in Institute activities.
- Academic probation
- Suspension
- Expulsion from the Institute.
- Expulsion from the Institute.