

## **DESIGN FOR USER EXPERIENCE (ITP 310)**

Spring 2013 Syllabus

<b>Instructor</b>	Rob Parke	<b>Day / Time</b>	Thurs 5:00 PM – 7:30 PM
<b>Department</b>	Information Technology Program	<b>Location</b>	KAP-160
<b>Email</b>	parke@usc.edu		
<b>Office Hours</b>	Listed on course website		
<b>Prerequisites</b>	none		
<b>Credit</b>	2 units		

### **Required Textbooks**

*Don't Make Me Think*, Steve Krug, ISBN: 0321344758

*The Elements of User Experience: User-Centered Design for the Web*, Jesse James Garret, ISBN: 0735712026

*Designing for the Digital Age*, by Kim Goodwin, ISBN: 0470229101

### **Recommended Textbooks**

*Clout: The Art and Science of Influential Web Content*, Colleen Jones, ISBN: 0321733010

*Usability Engineering: Process, Products, and Examples*, Laura Leventhal and Julie Barnes, ISBN: 0131570080

*Interaction Design: Beyond Human - Computer Interaction (3rd edition)*, Yvonne Rogers, Helen Sharp, and Jenny Preece, ISBN: 0470665769

### **Course Objectives**

Teach the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of user experience design in web and mobile experiences.

Students will learn how to apply these concepts through a semester-long, team-based, project. You will create an online and mobile, experience for an online-based startup company. You get to determine what your team's company will do.

**Lecture**

Average 1 to 1.5 hours per week

**Lab**

Average 1 to 1.5 hours per week

**Course Structure**

Each class begins with lecture and is followed immediately by lab in the classroom. Labs are done during class time and are due that day by end of class.

**Exam formats**

There will be two midterm exams. There is no final exam, as the final project will take the place of the final exam

**Evaluation**

The following point structure will be used in determining the grade for the course. Final letter grade will be based upon the total points received, the highest total in the class, and the average of the class.

In-class labs	20%
Two Midterm Exams	50%
Final Project	30%

**Grade Scale**

A	100-93	B-	82-80	D+	69-67
A-	92-90	C+	79-77	D	66-65
B+	89-87	C	76-73	F	64 or below
B	86-83	C-	72-70		

**Attendance and Drops**

***It is the student's responsibility to withdraw officially from a course.***

Students are expected to attend all class meetings, and they must notify the instructor about absences due to illness prior to class. Student will be dropped from the class for excessive absences as well as for missing the first class meeting.

**Class Policies**

*Attendance* - Students should notify instructor by email in advance if a class will be missed. Students are expected to come to class on time and attend each class.

*Assignments* - Exercises are posted weekly under Assignments on Blackboard. Exercises are to be submitted online via Blackboard. It is the student's responsibility to turn in assigned exercises on or before deadlines as set by the instructor. If student misses class, assignment is still due that day and can be turned in on Blackboard from anywhere in the world with internet access. If absent due to illness, bring written note from medical facility to get exception.

*Late Submissions* – No assignments or labs are accepted late without prior approval by the professor.

*Make-up policies* – Students are not allowed to make-up any missed assignment, lab, or exam, without approval of the professor prior to the due date.

### **ITP Labs**

Before logging onto an ITP computer, students must ensure that they have emailed or saved projects created during the class or lab session. Any work not saved will be erased after restarting the computer. ITP is not responsible for any work lost.

ITP offers Open Lab use for all students enrolled in ITP classes. These open labs are held beginning the second week of classes through the last week of classes. Please contact your instructor for specific times and days for the current semester.

### **Academic Integrity**

The use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and similar behavior that defeats the intent of an examination or other class work is unacceptable to the University. It is often difficult to distinguish between a culpable act and inadvertent behavior resulting from the nervous tension accompanying examinations. When the professor determines that a violation has occurred, appropriate action, as determined by the instructor, will be taken.

Although working together is encouraged, all work claimed as yours must in fact be your own effort. Students who plagiarize the work of other students will receive zero points and possibly be referred to Student Judicial Affairs and Community Standards (SJACS).

All students should read, understand, and abide by the University Student Conduct Code listed in SCampus, and available at: <http://web-app.usc.edu/scampus/university-student-conduct-code/>

### **Academic Accommodations – Disabled Students Programs and Services (DSPS)**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to your TA) as early in the semester as possible. DSP is

located in STU 301 and is open 8:30 a.m. - 5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776.

**Cell Phone / Distraction Policy**

Out of respect for all students, please turn off all phones or MP3 players and refrain from answering, texting, checking email, or updating Facebook / Twitter / etc. during class.

**Syllabus / Course Changes**

This syllabus is a guideline so it is each student's responsibility to note any changes that are made.

# COURSE OUTLINE

*Note: schedule subject to change*

## **Week 1 – What is User Experience (UX) Design**

Reading:

Krug: Chapter 1

Garret: Chapters 1 and 2

Goodwin: Chapter 1

Lab

Design a better TV/DVD Remote

## **Week 2 – Understanding Users**

Required Reading:

Krug: Chapter 2

Optional Reading:

Leventhal & Barnes: Chapter 14

Jones: Chapter 5

Interaction Design: Chapters 2 and 3

Lab

Chunking and Foreign-Language Website Exploration

## **Week 3 – Principles of UX Design; Prototyping**

Required Reading:

Krug: Chapter 3 through 6

Optional Reading:

Leventhal & Barnes: Chapters 3, 9, and 10

Jones: Chapters 3, 4, and 5

Johnson: Chapter 1

Interaction Design: Chapters 5 and 8

Lab:

## **Week 4 – Conducting User Research; Project Requirements and Planning**

Required Reading:

Goodwin: Chapters 4, 6, 7, 8, 12, and 13

Garrett: Chapters 3 and 4

Optional Reading:

Interaction Design: Chapter 7

Lab:

### **Week 5 – The Structure: Information Architecture and Interaction Design**

Required Reading:

Goodwin: Chapters 10, 11, 14 and 15

Garrett: Chapter 5

Optional Reading:

Interaction Design: Chapter 6

Lab:

### **Week 6 – Midterm 1; Usability Testing**

Required Reading:

Krug: Chapters 8 and 9

Optional Reading:

Leventhal & Barnes: Chapters 11, 12, and 23

Lab:

### **Week 7 – The Skeleton: Interface, Navigation and Information Design**

Required Reading:

Krug: Chapter 7

Goodwin: Chapter 16

Garrett: Chapter 6

Optional Reading:

Leventhal & Barnes: Chapter 5

Jones:

Johnson:

Lab:

### **Week 8 – Designing and Planning the User Interface**

Required Reading:

Optional Reading:

Leventhal & Barnes: Chapter 7

Jones: Chapter 6

Lab:

### **Week 9 – Principles and Patterns in Design Language**

Required Reading:

Krug: Chapter 10

Goodwin: Chapter 17

Garrett: Chapter 7

Lab:

**Week 10 – Interaction Styles**

TBD

**Week 11 – Guidelines and Standards**

Required Reading:

Krug:

Goodwin:

Optional Reading:

Leventhal & Barnes:

Jones:

Johnson:

Lab:

**Week 12 – Accessibility**

Required Reading:

Krug: Chapter 11

Goodwin:

Optional Reading:

Leventhal & Barnes:

Jones:

Johnson:

Lab:

**Week 13 – Midterm 2**

**Week 14 – TBD**

**Week 15 – Final Project Presentations**

# COURSE OUTLINE

*Note: Schedule subject to change*

<i>Week 1</i>	Course introduction. Overview of the Internet and the World Wide Web and related technologies. Introduction to HTML
<i>Week 2</i>	Basic HTML, FTP and 'uploading' files to a server <b>Lab: First Web page (due W3)</b>
<i>Week 3</i>	Review of Basic HTML, 'Good code.' Working with images. Intro to Styles <b>Assignment: Resume (due W4)</b>
<i>Week 4</i>	"Divs", layout and the "box" model <b>Assignment: Article Layout (due W5)</b>
<i>Week 5</i>	Intro to Stylesheets, div layouts continued. <b>Assignment: Calendar (due W6)</b>
<i>Week 6</i>	Introduction to Web design, color issues, Introduction to Graphic Production and Photoshop <b>Lab: Graphic redesign (due W7)</b> <b>Assignment: Major project proposal (due W7)</b>
<i>Week 7</i>	HTML Forms <b>Assignment: Survey (due W8)</b> <b>Assignment: Major project front page and graphics (due W10)</b>
<i>Week 8</i>	HTML Review, Using a 'visual editor', Introduction to Dreamweaver. <b>Lab: Practice exam (due W9)</b> <b>Assignment: News Article (due W9)</b>
<i>Week 9</i>	Written and Practical HTML Exam
<i>Week 10</i>	Web technologies overview, The Web development industry, Next-generation development <b>Assignment: Technology Paper (due W11)</b>

<i>Week 11</i>	Introduction to Dynamic HTML, 'Behaviors' in Dreamweaver <b>Lab: Behaviors (due W12)</b>
<i>Week 12</i>	Imagemaps, intermediate graphics production, Animated GIFs. <b>Lab: Animated banner (due W13)</b>
<i>Week 13</i>	TBA
<i>Week 14</i>	TBA
<i>Week 15</i>	Dreamweaver wrap-up, Taking your site beyond USC, Web Hosting and domains

*Major projects posted by 6 p.m. to assignment page*  
*Student Presentations of Major Projects*