

USC Iovine and Young Academy

Arts, Technology and the Business of Innovation

IDSN 599: Special Topics—User Experience Design

Units: 3.0

Term / Day / Time: Summer 2021 / Saturdays 10 am – 1:25 pm PT

Location: Online

Instructors: Chris Swain

Office / Office Hours: Virtual / By Appointment

Contact Info: cswain@usc.edu, 310-403-0798

IT Help: 2U Student Support

Hours of Service: Available 24/7, 365 days/year

Contact Info: studentsupport@design.usc.edu, 1-855-487-3504

Course Description

This course provides a comprehensive overview of the user experience design process. Students learn the fundamental methods, concepts and techniques necessary to design useful, functional and delightful mobile and web products. The course focuses on both core theories and concepts as well as hands-on learning experience using the design tool Figma.

Learning Objectives and Outcomes

After completing this course, students will be able to:

- Design apps and websites hands on using Figma
- Create functioning Design Systems in proper technical format in Figma
- Understand workflows from Figma to hand-off to coders for apps and websites
- Conduct UX design research
- Formulate solutions to address problems and meet goals
- Understand how UX designers fit into product development teams
- Establish requirements for UX design concepts
- Work within a UX design team through the entire design cycle
- Produce UX documentation including wireframes, designs, prototypes, and user flows
- Evaluate UX designs
- Apply evaluation results to improve UX designs

Prerequisite(s):

None

Recommended Preparation

Students are encouraged but not required to get some hands on exposure to Figma via Figma.com.

Course Notes

Grading type: Letter. Software used in the class will be browser based.

Students use personal laptops or computers and connect to course sessions via Zoom.

Lecture slides and any supplemental course content will be posted to Blackboard for use by all students. Any and all announcements for the course will be posted to Blackboard.

Technological Proficiency and Hardware/Software Required

Students must provide their own laptop. The laptop specifications take into consideration that students will be creating, streaming, and downloading audio and video; communicating using video conferencing applications; and creating and storing large multimedia files.

	Apple	Windows PC
Laptop (Minimum standards)	<ul style="list-style-type: none"> • 2.6 GHz dual-core Intel Core i5 or 2.0 GHz quad-core Intel Core i7 • Minimum 13" display • 250 GB SSD or larger • 16 GB memory 	<ul style="list-style-type: none"> • Intel Core i5 or Intel Core i7 • Minimum 14" display • 250 GB SSD or larger • 16 GB memory
Warranty	<ul style="list-style-type: none"> • Manufacturer warranty or extended warranty coverage (AppleCare) 	<ul style="list-style-type: none"> • Manufacturer warranty or extended warranty coverage
Operating System	<ul style="list-style-type: none"> • Mac OS X 10.13 or higher 	<ul style="list-style-type: none"> • Windows 7, 10 operating system or higher
Peripherals	<ul style="list-style-type: none"> • HD webcam, speakers and microphone (Most newer laptops have built-in webcam, speakers and microphone) • Headset • Digital camera (Cameras on newer smartphones are acceptable) • External drive for cloud account for backup and storage 	
Software	<ul style="list-style-type: none"> • Adobe Creative Cloud (Photoshop, Illustrator, and InDesign) • Adobe Acrobat Reader • Microsoft Office Suite • Sophos Endpoint Security (antivirus) • Browser: Most recent version of Firefox, Chrome, Safari, or Internet Explorer 	
Network	<ul style="list-style-type: none"> • Cable modem, DSL, T1/T3 or higher 	

Required Readings and Supplementary Materials

There are no required textbooks for this class. That said, the following books provide important background, and will be used as reference material:

- Krug, Steve (2014). Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability. New Riders. ISBN-10 0321965515
- Chandler, Carolyn (2013). Adventures in Experience Design. New Riders. ISBN-10 0321934040.
- Norman, Don (2013). The Design of Everyday Things: Revised and Expanded Edition. Basic Books. ISBN-10 0465050654.
- Eyal, Nir (2014). Hooked: How to Build Habit-Forming Products. Portfolio. ISBN-10 1591847788.

Additional reference material and online reading will be provided in class.

Description and Assessment of Assignments

This course will make use of Blackboard for assignments. All assignments will be posted to Blackboard. Each assignment will include instructions, a due date, and instructions for electronic submission. Assignments must be submitted electronically.

Individual Assignments

Students will be exposed to a range of individual assignments to practice Design Thinking problem solving, UX research, and use Figma. As individuals students will gain hands on knowledge of Figma and best practices for using the platform to efficiently design products.

Assignment Details

- Figma Tutorials – students will read about features of the Figma platform and complete tutorials hands on. Where applicable students will apply the lessons of the tutorials to their projects
- User Tests – students will talk to users and prepare test materials in a format provided by the instructor

Semester Project Assignments

For a hands-on experience, there will be a semester-long group project assignment. Each group will have between 3 and 4 members. Each group works on designing a new web or mobile product. Students are encouraged to bring projects they are considering for the IYA Integrative Project course or the Capstone course. At the end of the semester, each group will present their designs via Figma.

Grading Breakdown

The weight of the graded material during the semester is listed below:

Item	% of Grade
Individual Assignments	30
Group Assignments	20
Participation	15
Exams x2	20
Final Project	15
Total	100

Grading Scale

Final course grades will be determined using the following scale:

Letter Grade	Numerical Score
A	95-100
A-	90-94
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

F	59 and below
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Assignment Submission Policy

All assignments will be submitted digitally using Google Folders. Each assignment specification will include a due date.

Late Submissions

Assignments will be accepted after the deadline with the following grade penalties. Do not ask for extensions; the below are the extensions.

Submission in the 24 hours after the deadline	10% deduction
Submission between 24 and 48 hours after the deadline	20% deduction
Submission between 48 hours and 3 days after the deadline	50% deduction
Submission more than 3 days after the deadline	100% deduction

Keep copies of all your files and emails until the end of the semester.

Grading Timeline

Instructors will provide feedback and grading on all deliverables in a timely manner, usually within 48-72 hours following an on-time submission.

Correcting a Grading Error or Disputing a Grade

If you don't inform the instructor of missing or incorrect grades within two weeks of those grades being posted, the grades will be assumed correct. Do not wait until the semester's end to check or appeal any grades. If you feel a grade merits re-evaluation, you are encouraged, within one week of the instructor providing a grade and initial feedback, to send the instructor a memo in which you request reconsideration. The memo should include a thoughtful and professional explanation of your concerns. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative. (Note: Complaints on the date of a graded assignment's return to you will not be addressed; it is essential to wait one full day prior to raising a concern.)

Academy Attendance Policy

The Academy maintains rigorous academic standards for its students and on-time attendance at all class meetings is expected. Each student will be allowed two excused absences over the course of the semester for which no explanation is required. Students are admonished to not waste excused absences on non-critical issues, and to use them carefully for illness or other issues that may arise unexpectedly. Except in the case of prolonged illness or other serious issue (see below), no additional absences will be excused. Each unexcused absence will result in the lowering of the final grade by $\frac{1}{3}$ of a grade (e.g., an A will be lowered to A-, and A- will be lowered to a B+, etc.). In addition, being tardy to class will count as one-third of an absence. Three tardies will equal a full course absence.

Students remain responsible for any missed work from excused or unexcused absences. Immediately following an absence, students should contact the instructor to obtain missed assignments or lecture notes and to confirm new deadlines or due dates. Extensions or other accommodations are at the discretion of the instructor.

Automatically excused absences normally may not be used for quiz, exam or presentation days. Using an excused absence for a quiz, exam or presentation, such as in the case of sudden illness or other emergency, is at the discretion of the instructor.

In the case of prolonged illness, family emergencies, or other unforeseen serious issues, the student should contact the instructor to arrange for accommodation. Accommodation may also be made for essential professional or career-related events or opportunities. All accommodations remain at the discretion of the instructor, and appropriate documentation may be required.

Additional Policies

Class notes policy: Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated, or in any way displayed for use in relation to the class, whether obtained in class, via e-mail or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code, and may subject an individual or entity to university discipline and/or legal proceedings. Again, it is a violation of USC's Academic Integrity Policies to share course materials with others without permission from the instructor.

No recording and copyright notice: No student may record any lecture, class discussion or meeting with the instructor without his/her prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated, or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic or other device or any other means of signal encoding. The instructor reserves all rights, including copyright, to his/her lectures, course syllabi and related materials, including summaries, slides (e.g., Keynote, PowerPoint), prior exams, answer keys, and all supplementary course materials available to the students enrolled in the class whether posted to the LMS or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made for students who have made prior arrangements with The USC Office of Disability Services and Programs and the instructor.

Participation: Students are expected to actively participate in this course. In an online forum, participation includes:

- Careful reading and viewing of assigned materials by the date due
- Regular, substantive contributions to discussions
- Active engagement with online content
- On-time attendance and full attention (with camera on) in synchronous sessions
- Significant collaboration with classmates and teammates

Course grades may be affected for students who do not contribute to the course through active participation. Students should notify the instructor in advance if they are unable to attend class. Those unable to attend will be required to review the online recording for the session missed, and submit thoughtful feedback to the Instructor.

Contact Hours

This 3-unit course requires 2250 minutes of instructional time per term, which equals 188 minutes (3.13 hours) of instructional time each week in the 12-week summer session. In addition, it is expected that students will work, on average, an additional 376 minutes (6.27 hours) per week outside of class — on readings/viewings, homework assignments, field experiences, and individual or team projects. Synchronous class sessions will be offered as a regularly scheduled class once each week.

Course Schedule: A Weekly Breakdown

	Topics	Assignment
Week 1	Overview of the Course + UX Design 101	Figma Tutorials UX Problems That Interest Me (precursor to semester projects)
Week 2	Design Thinking Hands On	Figma Drawing – Tommy Trojan + Your Avatar
Week 3	User Research and Customer Development	Figma Hands On – Design and Fantasy Hotel app
Week 4	Design Principles: UX Framework + Make Semester Teams	Personas, Scenarios, Storyboard
Week 5	Storytelling Techniques for Design Efficiency	Visual Value Proposition
Week 6	Wireframes + Principles of Information Architecture	Wireframes
Week 7	Exam + Figma Design Systems	Exam 1 + Figma Design System
Week 8	Visual Design 1 – Color + Typography	Semester Project v1 User Test
Week 9	Visual Design 2 – Imagery + Composition	
Week 10	Usability Testing and Validation	Final Project / Presentation
Week 11	Future of Figma + Rehearsals	
Week 12	How Not to Get a Job in UX + Final Presentations	Exam 2 (take home)

Statement on Academic Conduct and Support Systems

Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

Support Systems:

Student Health Counseling Services - (213) 740-7711 – 24/7 on call

engemannshc.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention Services (RSVP)

-213-740-9355 (WELL)

<https://studenthealth.usc.edu/sexual-assault/>

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Relationship and Sexual Violence Prevention and Services provides immediate therapy services for situations related to gender- and power-based harm (e.g., sexual assault, domestic violence, stalking).

Office of Equity and Diversity (OED) | Title IX - (213) 740-5086

equity.usc.edu, titleix.usc.edu

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

USC Policy Reporting to Title IX (213) 740-5086

<https://policy.usc.edu/reporting-to-title-ix-student-misconduct/>

The university encourages individuals to report prohibited conduct to the *Title IX Office*. Individuals can report to the university's *Title IX Coordinator* in the *Office of Equity and Diversity*.

Bias Assessment Response and Support - (213) 740-2421

studentaffairs.usc.edu/bias-assessment-response-support

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

studentaffairs.usc.edu/ssa

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.