Design for User Experience

ITP 310 (4 Units)

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. Coursework includes lectures on theories and concepts as well as hands-on experience and 'learning by doing' through project work.

Objectives

After completing this course, students will be able to:
- Conduct empathic and ethnographic research
- Formulate design hypotheses to solve problems and meet product goals
- Understand how UX designers fit into product development teams
- Create digital product concepts that address real user needs
- Work within a UX design team through the entire design cycle
- Produce UX documentation including wireframes, designs, prototypes, and user flows
- Evaluate UX designs through usability testing
- Apply evaluation results to improve UX designs and iterate meaningfully

Prerequisites

There are no pre-requisites for this course. Previous design experience is not required to excel in this course.

Lecture-Lab

Wednesdays, 5:00pm - 8:50pm, THH 118

Instructor

Mikaila Weaver (She/Her)
Email: mikailaw@usc.edu
Office Hours: By appointment via Calendly: https://bit.ly/mikaila_calendly

Learning Assistant

TBD

Tools

Students are introduced to a number of the tools most used in the industry with a special emphasis on Figma. Figma is a web-based, industry-standard design software available free to students.

Recommended Reading

- CAD Monkeys, Dinosaur Babies and T-Shaped People: Inside the World of Design Thinking and How It Can Spark Creativity and Innovation by Warren Berger
- The Design of Everyday Things by Don Norman

Project

For a hands-on experience, there will be a semester-long group project assignment. Each group will design a new web or mobile product that addresses real user needs. At the end of the semester, each group will present their design concepts and prototypes.

Grading

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

Indiv. Assignments	30%
Group Assignments	20%
Participation	20%
Exams	15%
Final Project	15%

The following grading scale will be used to determine your letter grade:

95% and above	A
90% - 94%	A-
87% - 89%	B+
83% - 86%	B
80% - 82%	B-
77% - 79%	C+
73% - 76%	C
70% - 72%	C-
67% - 69%	D+
64% - 66%	D
63% and below	F

Course Outline

Subject to Change

Jan. 11	Course Overview
	UX Design 101
Jan. 18	Design Thinking
	Problem Finding vs. Problem Solving
Jan. 25	User Research
	Intro to Accessibility
Feb. 1	Visual Storytelling and Design as Communication
	Visual Value Proposition
Feb. 8	**Elevator Pitch Presentations**
Feb. 15	Problem Statements, User Personas, User Journeys
	Product Development Processes and Team Building
Feb. 22	**Midterm Exam**
	Lo-Fi Protoyping: Diagramming, Sketching and Wireframing
Mar. 1	**Persona/Scenario/Storyboard Presentations**
Mar. 8	Principles of Information Architecture
	Visual Hierarchy, Vertical Spacing, Rhythm
Mar. 15	**Spring Recess** (No Class)
Mar. 22	Visual Design: Color, Typography and Branding
	Visual Design: Motion and Interaction Design
Mar. 29	Design Systems and Components
	Accessibility Deep Dive
Apr. 5	**Design Critique Presentations**
	Usability Testing and Iteration
Apr. 12	**Final Exam**
	Future of UX, Portfolio Design + How Not to Get a Job
Apr. 19	**Rehearsal Presentations**
Apr. 27	**Rehearsal Presentations**
May 3	**Final Presentations**

Policies

- All late assignment submissions will be subject to a late penalty, and Instructor reserves the right to not accept late assignments.
- All group members must complete peer evaluations for group assignments.
- All group members must participate in the group project presentation.
- No make-up project presentations will be offered.
- If illness prevents you from attending in person, please let the instructor know in advance and attend remotely via Zoom or watch the recording of the session at a later date

Incomplete and Missing Grades

Excerpts for this section have been taken from the University Grading Handbook, located at http://www.usc.edu/dept/ARR/grades/gradinghandbook/index.html. Please see the link for more details on this and any other grading concerns.

A grade of Missing Grade (MG) "should only be assigned in unique or unusual situations… for those cases in which a student does not complete work for the course before the semester ends. All missing grades must be resolved by the instructor through the Correction of Grade Process. One calendar year is allowed to resolve a MG. If an MG is not resolved [within] one year the grade is changed to [Unofficial Withdrawal] UW and will be calculated into the grade point average a zero grade points.

A grade of Incomplete (IN) "is assigned when work is not completed because of documented illness or other 'emergency' occurring after the twelfth week of the semester (or 12th week equivalency for any course scheduled for less than 15 weeks)."

Students with Disabilities

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 your course instructor (or LA) as early in the semester as possible. If you need accommodations for an exam, the form needs to be given to the instructor at least two weeks before the exam. DSP is located in STU 301 and is open from 8:30am to 5:00pm, Monday through Friday. Contact info: 213-740-0776 (Phone), 213-740-6948 (TDD only), 213-740-8216 (FAX), ability@usc.edu, http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html.

Academic Conduct

Each student is expected to: be responsible for his/her own learning, to solve and write up his/her own solutions, and, to credit all sources of material and collaborators to the formulating of a solution. Plagiarism, the use and passing off of the ideas or work of another as one's own, will be severely punished; see USC's Academic Integrity Policy:

You are expected to solve and write up your own homework, or you will be penalized for cheating. But you are encouraged to study and to work on assignments and homework together. This includes discussing solution strategies to be used on individual assignments. If you do study or work together on homework, be sure to credit your team of collaborators.

All USC students are responsible for reading and following the Student Conduct Code. The USC Student Conduct Code prohibits plagiarism. Some examples of what is not allowed by the conduct code: copying all or part of someone else's work (by hand or by looking at others' files, either secretly or if shown), and submitting it as your own; giving another student in the class a copy of your assignment solution; consulting with another student during an exam. If you have questions about what is allowed, please discuss it with the instructor.

Students who violate University standards of academic integrity are subject to disciplinary sanctions, including failure in the course and suspension from the University. Since dishonesty in any form harms the individual, other students, and the University, policies on academic integrity will be strictly enforced. Violations of the Student Conduct Code will be filed with the Office of Student Conduct, and appropriate sanctions will be given.

Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* https://scampus.usc.edu/1100-behavior-violating- university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* http://equity.usc.edu/ or to the *Department of Public Safety* http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us.

This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students.

The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations.

If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information http://emergency.usc.edu/* will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.