GRADTDA 5141 AU2024 (3025) Syllabus

Course: GRADTDA 5141 AU2024 (3025)

Time: Synchronous Session Wednesdays 5:30pm - 7:50pm

Location: Zoom: https://osu.zoom.us/j/99104586273?pwd=igS9qbY3tHGAJvX1upel386gblCaul.1Links to an external site.

Instructor: Jeremy Patterson

Email: patterson.680@osu.eduLinks to an external site.

Office Hours: In-person: Mondays 2:00pm - 4:00pm Sullivant Hall room 330, or via Zoom https://osu.zoom.us/j/96789852373?pwd=ha3Yv3TIcZTmZ5mNusPhryyvbTA1KD.1Links to an external site.

Course Website: https://osu.instructure.com/courses/169832

Credit Hours: 3

Course Hours: 9 hours/week

Course Description

Advanced study in the design of digital interactive experiences; application of digital user interface design and validation methodologies.

Learning Objectives

Upon successful completion of the course, students will be able to:

- Understand the definitions, differences, and similarities of user experience and usability and apply these to design, research, and testing practices in interaction design for digital interfaces.

- Apply behavioral economics principles to user-centered design and research.

- Analyze and evaluate the difference between qualitative and quantitative research methods related to user experience and usability testing for concept validation.

- Conduct ethnographic research to produce user profiles.

- Create a functional, interactive prototype.

- Apply the basics of test design, including user consent, safety, ethics, and privacy concerns.

- Conduct practical usability and user experience test sessions.

- Generate usability and user experience assessment reports.

Course Overview

Usability is the practice of design and validation toward affording a user's ability and efficiency when interacting with computing systems and their capacity to comprehend and react accordingly to the system's output. **User experience**, on the other hand, is the practice of design and validation to achieve

satisfaction and appeal during a user's engagement with a computer interface, and thus facilitate a better quality to the engagement and its outcomes.

As an analogy, **usability** is placing appropriate labels on the doors to a hotel lobby such that a person can understand and effectively move in and out of the space, while user experience is the pleasant smell of flowers in the lobby that will motivate the person to come back to the hotel or coax them to stay a bit longer.

In this course, students will be tasked with foundational work and projects that are derived from the most common **user experience** design and testing strategies used in the industry. Students will gain exposure to the methods involved in designing and crafting a user interface that is both usable and also provides a cohesive, subjectively satisfying engagement that in turn motivates the user and promotes information comprehension. Knowing what users are looking for will allow you to determine the appropriate information hierarchy for your data visual.

Students are challenged in this course to combine logical thinking in tandem with design intuition and validate these design choices with data to craft user experiences that are simultaneously intuitive, informative, and satisfying to create a humanized interface to the rigid computing system that obscures complexity and distills the information for consumption and affords the viewer a better understanding of conveyed information. To this end, students will learn the fundamentals of study design and validation, including qualitative data gathering and analysis techniques.

In this course, students will learn the principles of behavioral economics and their application to the experience design process. Students will be taught technical skills surrounding the software required for usability and user experience design and testing. Students will learn and demonstrate the capabilities required to create wireframes that convey user interface design intent as well as conceived workflow. Additionally, developed wireframes will be utilized to create interactive prototypes for use with data, and initiate a user test with subjects utilizing the interactive prototype. The tests will culminate in a usability and user experience assessment report for the application prototype.

Required Materials

- [FigmaLinks to an external site.](#) - no cost

- [Microsoft Office 365Links to an external site.](#) - included w/ OSU affiliation

- [Google ChromeLinks to an external site.](#) - no cost

Grading Information

Course Projects (points/weight)

1. Problem Space Analysis – 10 points / 20 %

2. Proposal / Concept Development - 10 points / 10% of total

3. High-Definition Wireframes - 10 points / 15% of total

4. Click-Through Prototype - 10 points / 15% of total

5. User Test Protocol - 10 points / 10% of total

6. User Test Report - 10 points / 20% of total

7. Attendance – 10 points / 10%

Grading Scale

- A = 100% - 94%

- A- = 93% - 91%

- B+ = 90% - 89%

- B = 88% - 83%

- B- = 82% - 80%

- C+ = 79% - 78%

- C = 77% - 73%

- C- = 72% - 71%

- D+ = 70% - 69%

- D = 68% - 64%

- E = 63% - 0%

Grading Policy

Students will be graded on the completion of assigned projects as well as participation.

Students are expected to produce professional-level content that demonstrates a mastery of raw technique as well as an attention to aesthetic quality. In the case of interactive media, a professional-level result is aesthetically pleasing while functionally sound. To assess technique, the source material will be evaluated to ensure that methodologies taught in class are utilized for the result for each assignment.

'A' level work is a well-designed piece which meets and exceeds all base requirements.' C' level work simply meets the base requirements set forth for each project. Work that is 'D' level and below fails to meet any or all of the project's base requirements.

Projects must be completed on time and submitted at the beginning of the class on the day they are due so that these projects can be part of the class critique. Projects submitted after the due date will receive a half-point (.5) score reduction for each class session the project is late.

Attendance: A student's score will drop a third of a letter grade (ex. B+ becomes a B) per unexcused absence; more than 4 unexcused absences will result in a failing grade for the course.

Credit hours and work expectations:

According to Ohio State policy, for a 3-credit course, students should expect around 3 hours per week spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation, for example).

Course Schedule

See auxiliary documents for detailed project descriptions and weekly class schedules.

Readings

User Experience Re-Mastered

Link: https://library.ohio-state.edu/record=b7518586Links to an external site.

By: Chauncey Wilson

Publisher: Morgan Kaufmann

Release Date: Sept. 11, 2009

ISBN: 9780123751140

Measuring the User Experience, 2nd Edition

Link: https://library.ohio-state.edu/record=b7520508Links to an external site.

By: William Albert; Thomas Tullis

Publisher: Morgan Kaufmann

Pub. Date: May 23, 2013

Print ISBN-13: 978-0-12-415781-1

Web ISBN-13: 978-0-12-415792-7

Pages in Print Edition: 320

Humane Interface, The: New Directions for Designing Interactive Systems

Link: https://library.ohio-state.edu/record=b9503088Links to an external site.

By: Jef Raskin

Publisher: Addison-Wesley Professional

Pub. Date: March 29, 2000

Print ISBN-10: 0-201-37937-6

Print ISBN-13: 978-0-201-37937-2

Pages in Print Edition: 256

Behavioral Economics For Dummies®

Link: https://library.ohio-state.edu/record=b7077183Links to an external site.

By: Morris Altman, PhD

Publisher: For Dummies

Diversity and Inclusion

The Ohio State University affirms the importance and value of diversity in the student body. Our programs and curricula reflect our multicultural society and global economy and seek to provide opportunities for students to learn more about persons who are different from them. We are committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters sensitivity, understanding, and mutual respect among each member of our community; and encourages each individual to strive to reach his or her own potential. Discrimination against any individual based upon protected status, which is defined as age, color, disability, gender identity or expression, national origin, race, religion, sex, sexual orientation, or veteran status, is prohibited.

Mental Health

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If you or someone you know are suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on call counselor when CCS is closed at 614-292-5766 and 24 hour emergency help is also available 24/7 by dialing 988 to reach the Suicide and Crisis Lifeline.

Academic Misconduct

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct http://studentlife.osu.edu/csc/.

Accommodations for Students with Disabilities

The university strives to maintain a healthy and accessible environment to support student learning in and out of the classroom. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

If you are isolating while waiting for a COVID-19 test result, please let me know immediately. Those testing positive for COVID-19 should refer to the Safe and Healthy Buckeyes site for resources. Beyond five days of the required COVID-19 isolation period, I may rely on Student Life Disability Services to establish further reasonable accommodations. You can connect with them at slds@osu.edu; 614-292-3307; or slds.osu.edu.

Religious Accomidations

It is Ohio State's policy to reasonably accommodate the sincerely held religious beliefs and practices of all students. The policy permits a student to be absent for up to three days each academic semester for reasons of faith or religious or spiritual belief.

Students planning to use religious beliefs or practices accommodations for course requirements must inform the instructor in writing no later than 14 days after the course begins. The instructor is then responsible for scheduling an alternative time and date for the course requirement, which may be before or after the original time and date of the course requirement. These alternative accommodations will remain confidential. It is the student's responsibility to ensure that all course assignments are completed.

Title IX and Sexual Misconduct:

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at http://titleix.osu.edu or by contacting the Ohio State Title IX Coordinator at titleix@osu.edu.

Personal Safety

The University Escort Service operates until 3am when classes are in session (i.e. not during quarter breaks and University holidays), and will assist OSU students who live off-campus as well as on campus. The University Escort Service can be contacted at 614-292-3322, and scheduled pick-ups are taken in advance.