

COMM 4511: User centered web design

Spring 2017 <TR: 9:35 am - 10:55 am> <Derby 3176>

Instructor: Leonardo Carrizo

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Office Hours:

Tuesdays and Thursdays from 11:00 am to 12:00 pm

Wednesdays and Fridays from 1:00 pm to 2:00 pm

or by appointment.

Course Description

This course introduces students to a process driven, user centered approach to web design. It is structured to provide information and insight in the area of web design — covering research, prototyping, conceptualization, and usability testing. Even though this is NOT a web programming class students will learn basic HTML and CSS coding for web layout and design. Furthermore, students will apply course principles by creating an interactive website prototype or mobile application prototype that integrates functional and emotional user needs. In addition, students will buy a domain name and hosting space to develop and maintain their own personal website portfolio.

Format

This is a progress-oriented course that requires active student participation. Class will meet two (2) days a week. Class sessions will be comprised of lectures, demonstrations, assignments, presentations, tutorials and critiques. An equal balance between theory and practice will be expected. Students should expect to devote several hours per week for homework, reading and assignments.

Objectives

- Gain understanding of a research and process driven design approach
- Get exposure to user centered design approach
- Learn how to identify and create user personas
- Understand wire-framing as technique for web page creation
- Visual literacy and design as it applies to web design
- Visual conceptualization of web pages
- Brief exposure to concepts of emotional usability
- Introduction to functional usability testing methods and experience implementing them
- Learn to work on interdisciplinary team
- Formally present ideas and concepts and participate in critiques
- Learn basic HTML and CSS code languages
- Work with a Content Management System (Word Press) to develop a professional website portfolio

Requirements

Attendance is mandatory. I will take attendance every day. You will receive points for each class you attend; consequently, you will lose points for not attending class. Consecutive four (two weeks) unexcused absences will result in a letter grade drop of the overall class grade.

Consistent unexcused absences may result in failure of the course at the instructor's discretion.

Supporting documentation is required to explain the circumstances of absences. Routine events, such as conflict between class hours, and internship including work hours, do not constitute an emergency. Do not schedule work, internships or classes during the COMM 4511 class. Also, **do not make travel plans during finals week.**

Students will be expected to come to class prepared to work and will be expected to work diligently throughout the course's duration. Students should be prepared to present their work at any time. All handouts and notes should be stored in a notebook or flash card. Many of the project resources will be delivered online via Canvas. Therefore, it is required that you have access to the Internet and a working OSU e-mail address.

Poor cell phone etiquette is frowned upon. Please put all phones on silent, and do not answer them or text during class time.

Class Participation/Critiques/Presentations

In this class you will be required to participate in many presentations and critiques. At the end of each presentation there will be an amount of time dedicated to critiques. This is an opportunity for each group to get feedback from colleagues and the instructor. It is also an opportunity for students to use what they are learning about design in a practical situation. You will be required to talk during critiques.

Required Materials

Print materials

Texts:

- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability revised ISBN: 9780321965516
- Elements of User Experience, Jesse James Garret, 2010 ISBN: 9780321683687
- Beginning HTML and CSS, Rob Larsen, 2013 ISBN 978-1-118-34018-9

****A BOOK and/or ONLINE RESOURCES FOR WORDPRESS to be determined**

Recommended Texts:

- Design of Everyday Things, Donald Norman, 2002
- Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems, Steve Krug

Print requirement

For many of the class assignments you and your team will have to print your work (booklets and presentations) in addition to submitting them on Carmen. **You and your team need to anticipate this process to meet your deadlines and adjust your budget for these expenses.**

Other:

- Two (2) 4 GB USB flash drives.

Evaluation and Grading

Students will be evaluated on participation in class discussions, presentations, ability to apply course material to projects, exams, ability to create professional quality work, and the ability to exchange ideas and responds to constructive criticism. The highest standards of quality work will be expected. Students must demonstrate the ability to work independently and responsibly. Exam will be based on lectures, readings and exercises.

Grades and Assignments

Each project will be assigned a numerical grade. Percentages will be applied as follows:

Midterm Exam	25%
Midterm Group Presentation/Deliverables/Materials:	5%
Final Exam	25%
Final Group Presentation/Deliverables/Materials:	20%
Portfolio Homework (HTML, CSS, Blog/Portfolio)	10%
Quizzes	10%
Attendance and participation	5%
TOTAL	100%

Late assignments will receive a failing or lowered grade, at the instructor's discretion. Incompletes will not be granted except under extreme circumstances. Extra credit or make-up projects will not be available.

Written midterm and final exam will cover lectures, class activities and book chapters.

Group projects. Student groups will be created to work on the redesign of a website. Students in the groups will be responsible for collaborating and sharing all the work. You'll work on this group project the entire semester completing several steps prior to submitting and presenting your group midterm and final project to the class.

Portfolio. You'll be required to purchase a domain name and hosting space to develop a working professional portfolio. WordPress is the preferred platform for this project.

Quizzes will be given at random days and times during the semester. Students must be present to take the quizzes for them to count otherwise the assigned grade will be zero.

Grading Scale

A 94-100	B+ 87-89	C+ 77-79	D+ 67-69	E = 59 or below
A- 90-93	B 83-86	C 73-76	D 60-67	
	B- 80-82	C- 70-72		

Disability Services

Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated, and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in

098 Baker Hall

113 W. 12th Ave

Telephone 292-3307,

<http://www.ods.ohio-state.edu/>

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://studentaffairs.osu.edu/resource_csc.asp).

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Week 1	Lecture Topic & Homework	Individual HW	Group Homework
1/10	-Syllabus, Books & Projects -Introductions -HW: read Garrett Ch.1		
1/12	-User Experience -Team development & Roles -HW: read Garrett Ch. 2 -Examples of good/bad user experience		
Week 2			
1/17	-The Elements- 5 planes -Present of good/bad user experience -HW: read Garrett Ch. 3		
1/19	-The Strategy Plane -HW: read Garrett Ch. 4		Team & Roles form
Week 3			
1/24	-The Scope Plane -User Research brief -Possible Web/Clients -Identify problems-Self testing -HW write Design Proposal -HW: read Krug Ch. 1-2		
1/26	-Guiding Principles of Web Usability -Group Project ideas & research -HW: read Krug Ch. 3-4 -HW read HTML book Ch. 1-2		
Week 4			
1/31	-Visual Design Principles HW: read Krug Ch. 5-6 -5 min presentations on design proposals & critique -HW Read User Research		Design Proposals
2/2	Hosting and Domain HTML - Syntax I -HW HTML 1 -HW read HTML book Ch. 3		

Week 5			
2/7	-User research development -Interviews, surveys, etc. -HW conduct research and write about findings	Activate Domain and hosting. HTML 1	
2/9	Working with WordPress HTML- Syntax II -HW HTML 2 HW Garrett Ch. 5-	Installing WordPress	
Week 6			
2/14	The Structure Plane HW: read Krug Ch. 7 -HW read HTML book Cha. 3	HTML 2 and WordPress	Research findings brief
2/16	WP Themes and layouts HTML- Syntax III HTML exercises	WordPress	
Week 7			
2/21	User Personas development -HW create personas ID card	HTML 3 and WordPress	
2/23	Personal website proposal presentations and class critique	Personal Website Proposal	
Week 8			
2/28	HTML-4 -HW read HTML book Ch. 4-5 Material collaboration Midterm review	HTML 4 and WordPress	User personas
2/2	Midterm Exam		Midterm Exam
Week 9			
3/7	Midterm Group Presentations I Midterm		Midterm Group Presentations
3/9	Midterm Group Presentations II -HW Garrett Ch. 6 -HW read HTML book Cha. 6-7	Portfolio structure	
Week 10	Spring Break	Spring Break	Spring Break
3/14	Spring Break	Spring Break	Spring Break
3/16	Spring Break	Spring Break	Spring Break
Week 11			
3/21	The Skeleton Plane CSS rules -HW Garrett Ch. 8 -HW read HTML book Cha. 7		
3/23	The Surface Plane The homepage (Krug Ch. 7) Portfolio & CSS rules 1 -HW read HTML book Cha. 8	Portfolio & CSS 1	Final Site architecture
Week 12			
3/28	Portfolio and CSS rules 2		
3/30	Usability testing (Krug Ch. 9) -HW read HTML book Cha. 8	Personal website layout and wireframe	
Week 13			
4/4	Visual layout design	Portfolio & CSS 2	

4/6	Portfolio & CSS rules 3 -HW read HTML book Cha. 9		Final Wireframes
Week 14			
4/11	User Testing -HW read HTML book Cha. 10-11	Portfolio & CSS 3	
4/13	Blog/ Portfolio		
Week 15			
4/18	Group Web Project Presentations I	Portfolio & CSS 4	Completed group web project
4/20	Group Web Project Presentations II	Personal Portfolio Website	
Week 16			
FINAL EXAM: Monday May 1			
TIME: 8:00am-9:45am			
**** Please double check with Spring 2017 Final Examination Schedule			