

## **COMM 4511: User centered web design**

Spring 2019 <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 student will learn basic HTML and CSS coding for web layout and design. Furthermore, students will apply course principles by creating an website prototype or mobile application prototype that integrates functional and emotional user needs based on course UX theory.

In addition, students will buy a domain name and hosting space to develop and maintain their own personal website portfolio.

### **Goals**

- Students will understand the process of User Centered Design from abstract conceptualization to concrete prototyping.
- Students will explore UX industry software.
- Students will conduct UX research and usability testing in the User Centered Design process
- Students will demonstrate how to use basic HTML/CSS and Web design skills using a Content Management System.
- Students will appreciate the intricacies of teams working

### **Learning Outcomes**

Students will be able to explain all plains levels of the User Centered Design process.

Students will be able to apply UX design process to evaluate a website's deficiencies.

Students will be able to (re-) design using UX design process and design wireframes and layouts.

Students will be able to define HTML, Web and CMS vocabulary.

Students will be able to explain different roles of web development teams.

Students will be able to assess teammates' work and evaluate their work.

Students will be able to analyze UX research and testing and make design decisions based on findings.

Students will be able to perform changes to a website using UX Design approach

Students will be able to conduct UX usability testing and analyze it to improve UX experience.

## **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.

## **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, Steve Krug ISBN: 9780321965516

<https://www.safaribooksonline.com/library/view/dont-make-me/0321344758/>

- Elements of User Experience, Jesse James Garret, 2010 ISBN: 9780321683687

<https://www.safaribooksonline.com/library/view/the-elements-of/9780321688651/>

Designing UX: Prototyping; <https://learning.oreilly.com/library/view/designing-ux-prototyping/9781492019251/>

Introduction to Adobe Experience Design (XD) <https://learning.oreilly.com/videos/introduction-to-adobe/9781491986981/9781491986981-video305968>

### 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:**

Quizzes	100
Midterm Exam	200
Midterm Group Presentation/Deliverables/Materials:	100
Final Exam	250
Final (group) Project and Presentation	150
Personal website portfolio****	100
Attendance and participation	100
<b>TOTAL</b>	<b>1000</b>

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 930-1000	B+ 870-899	C+ 770-799	D+ 670-699
A- 900-929	B 830-868	C 730-769	D 600-669
	B- 800-829	C- 700-729	E under 600

### A General Note

Graduating seniors (and other students) who "need" this course to graduate should work especially hard to ensure that they will pass this class (a C- or higher is required for Communication and Journalism majors). There will not be opportunities for you to re-take exams or re-complete assignments in order to raise your grade. It is your responsibility to ensure that you receive a passing final grade by working diligently and responsibly throughout the semester. No exceptions will be made.

### Student Academic Services

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml>

### Student Services

The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>

### Diversity

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.

## Title IX

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, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.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/info\\_for\\_students/csc.asp](http://studentaffairs.osu.edu/info_for_students/csc.asp)).

## Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

## Accessibility accommodations for students with disabilities

Requesting accommodations The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know via email immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

## SLDS contact information

**Email:** [slds@osu.edu](mailto:slds@osu.edu)

**Phone:** 614-292-3307

**Website:** [slds.osu.edu](http://slds.osu.edu)

**Address:** 098 Baker Hall, 113 W. 12th Avenue.

## Calendar

I will make every attempt to adhere strictly to these dates. However, based on circumstances, some of these dates are subject to change. ***Please check Carmen, where I will post changes, if necessary.***

Week 1	Lecture Topic & Homework	Individual HW	Group Homework
1/8	-Syllabus, Books & Projects -Introductions		

	-HW: read Garrett Ch.1		
1/10	-User Experience -Team development & Roles -HW: read Garrett Ch. 2 -Examples of good/bad user experience		
<b>Week 2</b>			
1/15	-The Elements- 5 planes -Present of good/bad user experience -HW: read Garrett Ch. 3		
1/17	-The Strategy Plane -HW: read Garrett Ch. 4		Team & Roles form
<b>Week 3</b>			
1/22	-The Scope Plane -User Research brief -Possible Web/Clients -Identify problems-Self testing -HW write Design Proposal -HW: read Krug Ch. 1-2		
1/24	-Guiding Principles of Web Usability -Group Project ideas & research -HW: read Krug Ch. 3-4		
<b>Week 4</b>			
1/29	-Visual Design Principles HW: read Krug Ch. 5-6 -5 min presentations on design proposals & critique -HW Read User Research		Design Proposals
1/31	Hosting and Domain		
<b>Week 5</b>			
2/5	-User research development -Interviews, surveys, etc. -HW conduct research and write about findings	Activate Domain and hosting.	
2/7	Working with WordPress HW Garrett Ch. 5-	Installing WordPress	
<b>Week 6</b>			
2/12	The Structure Plane HW: read Krug Ch. 7	WordPress	Research findings brief
2/14	WP Themes and layouts	WordPress	

<b>Week 7</b>			
2/19	User Personas development -HW create personas ID card	WordPress	
2/21	Personal website proposal presentations and class critique	Personal Website Proposal	
<b>Week 8</b>			
2/26	Material collaboration Midterm review	WordPress	User personas
2/28	Midterm Exam		Midterm Exam
<b>Week 9</b>			
3/5	Midterm Group Presentations I Midterm		Midterm Group Presentations
3/7	Midterm Group Presentations II -HW Garrett Ch. 6	Portfolio structure	
<b>Week 10</b>	Spring Break	Spring Break	Spring Break
3/12	Spring Break	Spring Break	Spring Break
3/14	Spring Break	Spring Break	Spring Break
<b>Week 11</b>			
3/19	The Skeleton Plane CSS rules -HW Garrett Ch. 8		
3/21	The Surface Plane The homepage (Krug Ch. 7) Portfolio & CSS rules 1	Portfolio	Final Site architecture
<b>Week 12</b>			
3/26	Portfolio		
3/28	Usability testing (Krug Ch. 9)	Personal website layout and wireframe	
<b>Week 13</b>			
4/2	Visual layout design	Portfolio	
4/4	Portfolio		Final Wireframes
<b>Week 14</b>			
4/9	User Testing	Portfolio	
4/11	Portfolio		
<b>Week 15</b>			
4/16	Group Web Project Presentations I	Portfolio	Completed group web project
4/18	Group Web Project	Personal Portfolio	

	Presentations II	Website	
<b>Week 16</b>			
FINAL EXAM: Monday, April 29			
TIME: 8:00-9:45am			
**** Please double check with Spring 2019 Final Examination Schedule			