



Syllabus: COMM 4511 - User centered Web Design

In-Person Term – SPRING 2024

School of Communication

Instructor: Leonardo Carrizo

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Phone: 614-247-6137

In-Person classroom location: Derby Hall 3176

Class meetings: Wednesdays and Fridays - 9:35am-10:55am

Office Hours (email me to confirm visit)

Wednesdays 1:00pm-4:00pm EST

Thursday 4:00pm-5:00pm EST

Additional office request by appointment.

Course Information

Course Description

This course introduces students to a process driven, user centered approach to web/app design. It is structured to provide information and insight in User Experience— covering research, prototyping, conceptualization, and usability testing. This is NOT a web programming class, yet students will use prototyping software (Adobe Xd) to individually and in groups solve UX problems. Furthermore, students will apply course principles by creating/redesigning a website prototype and mobile application prototype that integrates functional and emotional user needs based on course UX theory.

Course learning goals and outcomes

Course Goals

- Students will understand the process of User Centered Design from abstract conceptualization to concrete prototyping.
- Students will explore UX industry software (Adobe Xd).
- Students will conduct UX research and usability testing in the User Centered Design process.
- Students will appreciate the intricacies of teams working.

Course 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 prototype web/app using UX design process.
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.

Mode of delivery & how this course works

Mode of delivery: In-Person (P)

OSU's definition of an In-Person Class (P)

A class that is conducted in person, with or without a limited amount of direct online instruction and interaction. Campus 75-100% and Online 0-24%.

- **In-person** classes will take place in Derby Hall room 3176 from 9:35am to 10:55pm Tuesdays and Thursdays. We will cover lectures, theory, book readings and assignments in addition to class discussions and Adobe Xd tutorials. Students will have the opportunity to break into groups for discussions and critiques. We will use OSU's Carmen where the class is structure using weekly modules which will include pages, video lectures, tutorials, demonstrations, homework, assignments, discussions and participation, assessments quizzes and exams.
- **Synchronous Content (*if needed*)** consist of live distance learning component via scheduled Zoom meetings during regular class. This is an opportunity to have live lectures, discussions and review reading materials as well as project tutorials. Student will have the opportunity to break into groups for discussions and critiques. Additional live class might be added during the semester to help students with the course.
- **Asynchronous Content (*when scheduled*)** students will work on their own on Carmen using modules which will include pages, video lectures, tutorials, demonstrations, homework, assignments, discussions and participation, assessments quizzes and exams. Asynchronous classes are also opportunities for students to work in groups on class projects.

Course Materials

Required online books:

Books are available free online via the OSU library Research Database list. Please, follow the “How to find the books online” video tutorial on Carmen (Module – Week 1)

- 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/>
- Adobe XD Classroom in a Book (2020 Release) by Brian Wood. Adobe Press. ISBN 9780136583820
<https://learning.oreilly.com/library/view/adobe-xd-classroom/9780136583820/pref01.xhtml>

Recommended books:

- 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>

Grading and faculty response

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 distribution

Each project will be assigned a numerical grade.

Midterm Exam	250
Midterm Team Project and Presentation	100
Final Exam	250
Final Team Project and Presentation	150

Adobe Xd homework and mobile application <ul style="list-style-type: none">• Adobe Xd homework (100 points)• Mobile application (50 points)	150
Attendance and discussions posts <ul style="list-style-type: none">• 5 discussion posts x 5 points each (25 points)• In-Person attendance meeting (75 points)	100
TOTAL	1000

Assignments

Attendance (75 points) and discussion points (25 points) Students in-person participation is extremely important. Student must come to class to earn attendance points. Participation points will also be awarded on Carmen discussion posts. Discussion posts are scheduled on Carmen and will allow students to demonstrate their comprehension of the class materials. Check the grade distributions for more detail information.

Adobe Xd homework (100 points) and Mobile application (50 points). Students will complete 10 lessons homework from the book Adobe Xd Classroom in a book. The sequential order of the homework will allow students to become familiar with Adobe Xd and gain the prototyping skills necessary to apply for final group project and prototyping a mobile application. Students will follow instruction and upload homework files before deadlines on the calendar. In addition, students will create their own mobile application using Adobe Xd.

Midterm Project (100 points) and Final Project (150 points) Students will work in teams on the redesign of a website. You'll work on this project the entire semesters completing several steps prior to submitting and presenting your Midterm project and Final Project to the class. Students' groups will be assigned by the instructor.

Midterm exam (250 points) and Final Exams (250 points) will be conducted in-person on Carmen. They are closed book, and the questions will be structured as multiple choice and fill in the blanks. The purposed is to evaluate students' understanding of the course principles theories, vocabulary on User Centered Design and prototyping using Adobe Xd, lectures, and class activities.

Late assignments

All assignments need to be uploaded to Carmen before the deadline during **Eastern Standard Time** to avoid losing points. **Late assignments will receive an automatic letter grade points reduction per day after the due date.**

Make sure you upload all assignment with plenty of time (more than 15 minutes). If your assignment is uploading after the deadline Carmen will automatically mark it as late. Slow internet connection can also play a role in late upload submissions. It is the student's responsibility to ensure their assignments are on-time. Don't wait to the last minute to upload digital content to Carmen.

Incompletes will not be granted except under extreme circumstances. Extra credit or make-up projects will not be available for missed assignments.

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

Please note: Carmen Canvas, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I do not manually round up grades. There will be opportunities for extra credit for students who choose to earn those points.

Attendance, Participation, and discussions

Credit hour and work expectation

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

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-do assignments 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 participation and attendance requirements

Attendance and participation are mandatory. I will track of attendance and participation weekly.



- **Viewing pre-recorded lectures (if provided):**

View recorded lectures and tutorials weekly on Carmen modules. Lecture videos will be approximately 20 minutes long.

- **Weekly assignments**

Students will work on Adobe Xd homework weekly and upload to Carmen before the due date. Lessons are provided on Carmen along with the link to the book. Students will be responsible for UX books readings and participating in class discussions posts on Carmen.

Supporting documentation is required to explain the circumstances of absences. In the event that documentation is not feasible, communication with the instructor will be considered. If you can anticipate an absence, please reach out to me via email or office hours so we can work together on how to proceed. If prior notification is not possible, please reach out to me as soon as you can after so you can catch up with any missed class work.

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. You are expected to be in attendance and available during regular class time.

Students will be expected to be 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 project resources will be delivered online via Carmen/Canvas. Therefore, it is required that you have access to the Internet and a working OSU e-mail address.

Faculty feedback and response time

I am providing the following list to give you an idea of my intended availability throughout the course. (Remember that you can call **614-688-HELP** at any time if you have a technical problem.)

Grading and feedback

For large weekly assignments, you can generally expect feedback within **7-10 days**.

E-mail

I will reply to e-mails within **24 hours on school days (M-F)**.

Course technology

Computer, software and computer labs

Since this is a Hybrid course and all assignments for this class are digital files, students will need constant access to a computer (PC or Mac) with access to the internet to connect to Carmen, email communication, uploading homework and projects. The computer needs to be able to run Adobe XD 2020 and Proctorio (for exams).

You will be able to acquire Adobe XD 2020 free of charge via your OSU account for the semester. More information on this process is on Carmen – Module: Week one

Generated Artificial Intelligence (AI) content.

You may not use generative AI, such as Adobe Generated Fill, ChatGPT or any other AI programs in this class. Any suspicion of it will be treated as academic misconduct and will be reported to the Committee of Academic Misconduct.

The Digital Union has four lab options with Adobe Creative Suite

(<http://odee.osu.edu/digital-union>). Check online to view their hours of operation.

Locations:

- Enarson Classrooms 012
- Hagerty Hall 171A
- Prior Hall 460A
- Stillman Hall 145

Hours:

- Check online
- Check online
- Check online
- Check online

Students are responsible for backing up all their digital class work (homework and projects). Digital backup can include cloud services or an external hard drive.

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

- **Carmen:**

- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu). Log in to Carmen using your name.# and password. If you have not setup a name.# and password, visit my.osu.edu.
- Help guides on the use of Carmen can be found at <https://resourcecenter.odee.osu.edu/carmen>
- **This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia**



tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- [Carmen accessibility](#)
- **Adobe Xd:**
 - Is the main software for this class where you'll work on class assignments. It's a prototyping tool for websites and mobile applications.
 - It's free for students in this class with their OSU email and Creative Cloud account.
 - [Set accessibility preferences in Adobe Xd OS](#)
- **Self-Service and Chat support:** <http://ocio.osu.edu/selfservice>
- **Phone:** 614-688-HELP (4357)
- **Email:** 8help@osu.edu
- **TDD:** 614-688-8743

Baseline technical skills necessary for online courses

- Basic computer and web-browsing skills
- Visual Design Principles (pre-req Comm 2511)
- Navigating Carmen

Necessary equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Web cam and microphone
- Computer needs to be able to run Adobe Xd [See Adobe Xd minimum requirements](#)
- Computer needs to be able to run Proctorio (if needed) [24/7 student support](#)

Necessary software

- Adobe Xd is the main software for the class. OSU students have access to Adobe software produces free of charge.
- Word processor with the ability to save files under .doc, .docx, .rtf, or .pdf. Most popular word processing software programs including Microsoft Word and Mac Pages have these abilities.
- OSU students have access to Microsoft Office products free of charge. To install, please visit https://osuitsm.service-now.com/selfservice/kb_view.do?sysparm_article=kb04733

Instructor illness or absence

If the *instructor* is too ill to teach the course for a period of time, the designated backup for this course will step in. You will be notified via email from the School of Communication.

Other course policies

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>

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.

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

Mental Health Statement

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 are or someone you know is 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.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at suicidepreventionlifeline.org

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).

Academic integrity policy

Policies for this online course

- **Written assignments:** Your written assignments, including discussion posts, should be your own original work. In formal assignments, you should follow **APA** style to cite the ideas and words of your research sources. You are encouraged to ask a trusted person to proofread your assignments before you turn them in--but no one else should revise or rewrite your work.



- **Reusing past work:** In general, you are prohibited in university courses from turning in work from a past class to your current class, even if you modify it. If you want to build on past research or revisit a topic you've explored in previous courses, please discuss the situation with me.
- **Falsifying research or results:** All research you will conduct in this course is intended to be a learning experience; you should never feel tempted to make your results or your library research look more successful than it was.

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).

Accessibility accommodations for students with disabilities

Requesting accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs.

The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614-292-3307, slds@osu.edu; slds.osu.edu.

Accessibility of course technology

This online course requires use of Carmen Canvas (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor.

- [Canvas accessibility \(go.osu.edu/canvas-accessibility\)](http://go.osu.edu/canvas-accessibility)
- CarmenZoom accessibility (go.osu.edu/zoom-accessibility)
- Adobe Xd [Set accessibility preferences in Adobe Xd OS](#)



Calendar

I will make every attempt to adhere strictly to these dates. However, based on circumstances, some of these dates are subject to change. ***I will communicate any necessary changes as Announcements posts on Carmen in addition to emails to the entire class.***

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability

Revised, Steve Krug

Abbreviations:

Book: Don't Make Me Think, by Steve Krug = Krug

Book: Elements of User Experience, Jesse James Garret = Garret

Adobe XD book = XD

Read = Rd

Homework = HW

Discussion post = DP

Week 1	Week overview – Elements of UX	Assignments, Participation, Quizzes, Projects and Exams
1/10	In Person <ul style="list-style-type: none"> - Welcome and intro to main topic - Access software, books and Adobe Xd lesson files HW <ul style="list-style-type: none"> -Read Garrett Ch.1 and Ch. 2 	
1/12	In Person <ul style="list-style-type: none"> - Lecture: User Experience (Garrett Ch.1) - Team development & Roles (PDF) HW <ul style="list-style-type: none"> -Discussion post 1 - Read Garrett (Ch.2) 	
Week 2 – UX and 5 planes		
1/17	In Person <ul style="list-style-type: none"> - The Elements- 5 planes (Ch.2) - Present of good/bad user experience HW <ul style="list-style-type: none"> -Read Garrett Ch. 3 & Ch 4. 	<ul style="list-style-type: none"> - Discussion Post 1: Examples of good/bad user experience - due before class



1/19	In Person <ul style="list-style-type: none">- The Strategy Plane Ch.3- Video lecture – Scope plan Ch.4- Review Write Design Proposal-Intro to Adobe Xd HW <ul style="list-style-type: none">Adobe Xd Lesson 1Brainstorm project ideasRead Garrett Ch 4.	<ul style="list-style-type: none">- Brainstorm potential clients - due before class EST
Week 3 – The Scope Plane and Design Proposal		
1/24	In Person <ul style="list-style-type: none">- The Scope Plane Ch.4- User Research brief- Design Proposal Assign. Q&A HW <ul style="list-style-type: none">Discussion post 2	<ul style="list-style-type: none">-Upload Adobe Xd lesson 1 - due before class EST- Project ideas & research - due before class EST
1/26	In Person <ul style="list-style-type: none">Guiding Principles of Web Usability-Adobe Xd practice HW <ul style="list-style-type: none">Adobe Xd Lesson 2Design proposals and presentation	<ul style="list-style-type: none">- Discussion Post 2: - due before class EST
Week 4 – Intro to User research and Proposal presentations		
1/31	In Person <ul style="list-style-type: none">-5 min presentations on design proposals & critique- User Research HW <ul style="list-style-type: none">- Watch video lecture: Research	<ul style="list-style-type: none">-Upload: Design Proposals - due before class EST-Upload Adobe Xd lesson 2 - due before class EST
2/2	In Person <ul style="list-style-type: none">- Lecture: Research HW <ul style="list-style-type: none">Adobe Xd Lesson 3Discussion post 3	



Week 5 – UX research cont. and Adobe Xd		
2/7	In Person -User research development -Interviews, surveys, etc. HW Conduct research and write about findings. Adobe Xd Lesson 4	-Upload Adobe Xd lesson 3 - due before class EST - Discussion Post 3: Research - due before class EST)
2/9	In Person Adobe Xd tutorial HW: Adobe Xd Lesson 5 User Research finding brief Read Garrett Ch 5	-Upload Adobe Xd lesson 4 - due before class EST
Week 6 – Research finding and Structure Plane		
2/14	In Person - 5 min Presentation on Research finding. - The Structure Plane Ch.5 -Midterm project discussion HW Adobe Xd lesson 6 User Personas development Video	-Upload: Research findings brief - due before class EST -Upload Adobe Xd lesson 5 - due before class EST
2/16	In Person - User Personas development -Adobe Xd Tutorials HW Adobe Xd Tutorials	-Upload Adobe Xd lesson 6 - due before class EST
Week 7 –Personas development and Midterm exam		
2/21	In Person -Midterm Presentation work -Group Activity and updates -Create personas ID card - Review for Midterm exam HW	



	Adobe Xd lesson 7 Study for Midterm exam	
2/23	Midterm exam	MIDTERM (2/23 from 9:35am to 10:55am EST)
Week 8 - Midterm Presentations		
2/28	In Person Midterm Presentations I HW HW: Adobe Xd lesson 7	-Upload all Midterm material - due before class EST - Midterm Presentations - due before class EST
3/1	In Person Midterm Presentations II HW Adobe Xd lesson 8 Read Garrett Ch 6	-Upload Adobe Xd lesson 7 - due before class EST
Week 9 - Skeleton Plane, Prototyping and Adobe Xd		
3/6	In Person The Skeleton Plane Adobe XD Prototyping HW Adobe Xd lesson 9 Read Garrett Ch 6	- HW: Adobe Xd lesson 8 - due before class EST
3/8	Asynchronous -Video lecture. Krug Ch. 7 HW Adobe Xd tutorial- wireframes Discussion Post 4	Upload Adobe Xd lesson 9 - due before class EST
Week 10 – SPRING BREAK		
3/13	Spring Break – No classes	Spring Break – No classes
3/15	Spring Break – No classes	Spring Break – No classes
Week 11- The Surface Plane and the Home page		



3/20	In Person -The Surface Plane - Project activity Site Architecture HW Adobe Xd lesson 10 Video lecture Surface plane Ch. 6 Video lecture: -The homepage (Krug Ch. 7)	- Discussion Post 4: - due before class EST
3/22	In Person Surface plane activity HW -Adobe UX Design app Final Site architecture & Final Wireframes	Upload Adobe Xd lesson 10 - due before class EST
Week 12 – Presentation of Site Architecture and UX Testing		
3/27	In person 5 min Presentation of site architecture and wireframes Developing UX Usability test HW Read Krug Ch. 9	Final Site architecture & Final Wireframes - due before class EST Upload Adobe Xd lesson 11 - due before class EST
3/29	In person Usability testing -Develop usability test HW Usability testing plan	
Week 13 – Visual theme design and Adobe Xd		
4/3	In Person Visual Theme layout design Adobe XD mobile app HW Adobe XD mobile app	-Upload: Usability test Plan and report - due before class EST
4/5	In Person -Video tutorial Adobe Xd app Develop an UX app	- Develop an UX app assignment - due before class EST



	HW Discussion Post 5	
Week 14 – Final project updates and Adobe Xd app		
4/10	In Person -Discussion on the completion of final project -Adobe Xd app development	- Discussion Post 5: due before class EST
4/12	In Person -Final team project development	-Upload Adobe Xd app - due before class EST
Week 15 – Final project presentations		
4/17	In person Final Presentations I	-Upload Final project presentation and materials - due before class EST
4/19	In person Final Presentations II	
Final Exam Day: Wednesday Apr 24 Time: 10:00am-11:45am – must be confirmed Location: Our classroom – Derby Hall 3176 Commencement: May 5 – for graduating Seniors		