COMM 4511: User centered web design
Autumn 2019 <TR: 9:35 am - 10:55 am> <Derby 3176>
Instructor: Leonardo Carrizo
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Office Hours:
Tuesdays and Thursdays from 2:00 pm to 3:00 pm
Wednesdays and Fridays from 1:00 pm to 3:00 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 User Experience web design — covering research, prototyping, conceptualization, and usability testing. This is NOT a web programming class, yet students will use prototyping software to individually and in groups to solve UX problems. Furthermore, students will apply course principles by creating/redesigning a website prototype or mobile application prototype that integrates functional and emotional user needs based on course UX theory.

Goals
- Students will understand the process of User Centered Design from abstract conceptualization to concreate 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

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. Consistence 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

Software and computer labs
Students need access to Adobe XD to work on their projects.

- Adobe offers a Creative Cloud (CC) membership for students. Go to https://creative.adobe.com/plans to see all their plans.

- You can also download a free trial version of Photoshop CC (Creative Cloud) from http://www.adobe.com/downloads/. However, the trial period lasts only **seven (7) days**.

The Digital Union has four lab options with Adobe Creative Suite
(http://odee.osu.edu/digital-union). Their locations and hours are listed below. Note: Digital Union labs are closed on university holidays and on Sundays preceding Monday holidays.

Locations:	Hours:
• Enarson Classrooms 012	• Mon-Thu: 8am-8pm
• Hagerty Hall 171A	• Friday: 8am-5pm
• Prior Hall 460A	• Saturday: Closed
• Stillman Hall 145	• Sunday: 2pm-8pm

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 project (Web application with Adobe XD)	100
Attendance and participation	100
TOTAL	**1000**

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 semesters 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

PLEASE TAKE CARE OF YOURSELF (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 mentalhealth 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

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

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).

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
Phone: 614-292-3307
Website: 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 Project	Group Project
8/21	-Syllabus, Books & Projects -Introductions -HW: read Garrett Ch.1		
8/23	-User Experience -Team development & Roles -HW: read Garrett Ch. 2		

	-Examples of good/bad user experience		
Week 2			
8/28	-The Elements- 5 planes -Present of good/bad user experience -HW: read Garrett Ch. 3		
8/30	-The Strategy Plane -HW: read Garrett Ch. 4		Team & Roles form
Week 3			
9/4	-The Scope Plane -User Research brief -Possible Web/Clients -Identify problems-Self testing -HW write Design Proposal -HW: read Krug Ch. 1-2		
9/6	-Guiding Principles of Web Usability -Group Project ideas & research -HW: read Krug Ch. 3-4		
Week 4			
9/11	-Visual Design Principles HW: read Krug Ch. 5-6 -5 min presentations on design proposals & critique -HW Read User Research		Design Proposals
9/13	How the web works HTML/CSS		
Week 5			
9/18	-User research development -Interviews, surveys, etc. -HW conduct research and write about findings		
9/20	Working with Adobe Xd intro HW Garrett Ch. 5-		
Week 6			
9/25	The Structure Plane HW: read Krug Ch. 7	Adobe Xd I	Research findings brief
9/27	Adobe Xd – layouts		

Week 7			
10/2	User Personas development -HW create personas ID card	Adobe Xd II	
10/4	Personal website proposal presentations and class critique Midterm review	Personal project proposal	User personas
Week 8			
10/9	---MIDTERM WRITTEN EXAM		Midterm written exam
10/11	Autumn Break – No class		
Week 9			
10/16	Midterm Group Presentations I Midterm		Midterm Group Presentations
10/18	Midterm Group Presentations II -HW Garrett Ch. 6		
Week 10			
10/23	Adobe UX Design Prototyping The Skeleton Plane -HW Garrett Ch. 8		
10/25	The Surface Plane The homepage (Krug Ch. 7)		
Week 11			
10/30	Adobe UX Design Prototyping II		
11/1	Presentation of site architecture and wireframes		Final Site architecture & Final Wireframes
Week 12			
11/6	Usability testing (Krug Ch. 9) In-class exercise	Personal Project wireframes	
11/8	Adobe UX Design Visual Theme layout design		
Week 13			
11/13	Group project Work		Usability test Plan and report
11/15	Personal Project update	Personal Project	

		update	
Week 14			
11/20	Final group presentations I		Completed group web project
11/22	Final group presentations I I		
Week 15			
11/27	Thanksgiving – no class		
11/29	Thanksgiving – no class		
Week 16			
12/4	Review for final	Personal Project completion	
FINAL EXAM: Thursday, Dec 12 **TIME:** 8:00am-9:45am ******** Please double check with Autumn 2019 Final Examination Schedule			