DIG4185 Experience Design for Social Engagement
Spring 2024

Course Modality: Face To Face
Course Schedule: Tue Period 5 – 6 (11:45 AM to 1:40 PM)
Thu Period 6 (12:50 PM – 1:30 PM)

Course Description

This course is specifically tailored for students interested in pursuing careers in the UI/UX industry. The main focus of the design centers on social engagement, addressing critical societal issues such as sustainability, diversity, inclusion, and accessibility. Designing for social good enables UX designers to tackle problems within their community. The course presents a real-world challenge, requiring student teams to employ various approaches (design research, brainstorming, prototyping, implementation, and evaluation) to develop solutions addressing social issues. Throughout the course, students will collaborate in groups to navigate the design process, including user research, ideation, wireframing, prototype design, and usability testing. Additionally, students will construct a web portfolio showcasing their UX project work for use in job applications.

Course Prerequisites
DIG 3124 minimum of C

Learning Outcomes
- Understand social issues relevant to UI/UX design.
- Conduct research to understand the unique needs of the target audience and their challenges.
- Develop and test innovative ideas through a rapid iteration cycle.
- Apply each step of UX design process (empathize, define, ideate, prototype, user test) to create digital products for social good and engagement
- Build wireframes, and low-fidelity and high-fidelity prototype using various digital tools

Materials & Books

Required Tool
- **Prototyping Tool:** Adobe XD, Figma, Sketch etc.
- **Website Development:** Wordpress, Wix, Behance etc.

Textbook
- While there is no textbook for this course, significant readings will be assigned from research articles. All readings will be available on Canvas.

Course Schedule

This schedule is only a guide and is subject to change.

WEEK	SUBJECT	ASSIGNMENT
W1	Course Introduction UX Design Process Overview	Reading 1
W2	Building a UX Portfolio Publish your Website: Wix	Exercise 1
W3	Graphic Design for UX: Visual Hierarchy Figma Exercise	Exercise 2
Project 1. Accessible and Inclusive Design		
W4	Accessible Design Guideline Guest Lecture	Exercise 3 Reading 2
W5	User Research Method Overview Qualitative Data: Thematic Analysis	Exercise 4 Reading 3
W6	Gathering Design Requirements Brainstorming and Affinity Diagram	Exercise 5
W7	Competitor Analysis Identifying Target User, Persona Development	Exercise 6
W8	Sketch Wireframe	Exercise 7
W 9	Group Project 1 Presentation	Group Project 1
W 10	*Spring Break*	
Project 2. Design Iteration and Evaluation		
W 11	Research guidelines with human-subject: IRB Interview and Focus Group	Reading 4 Exercise 8
W 12	Interview Analysis Design Iteration	Exercise 9
W 13	Prototyping Figma Tutorial	
W 14	Evaluation Method A/B Testing	Exercise 10
W 15	Group Project Time	
W 16	Final Presentation	Final Presentation (Group) Web Portfolio (Individual)

Grading Criteria

Assignment / Assessment	Sub points	%
Participation & Attendance: This course heavily emphasizes group discussions and projects, with mandatory attendance. Students are expected to actively participate in discussions related to assigned readings. Additionally, students are required to offer written feedback after each group's presentation for both group projects.		10
Reading: Students should come to the seminar to discuss the assigned article in reasonable depth. Students will be asked to write a one-page summary focusing on research ideas and their opinions on the assigned reading.		10
Exercise: To demonstrate your mastery of concepts of experience design, students will be asked to complete in-class exercises. Detailed assignment descriptions and instructions will be posted on the Canvas.		30
Web Portfolio (Individual): Students will develop a portfolio website that includes their bio, resume, and summary of their group projects. Please note that this portfolio should be submitted individually, not as a group.		20
Group Projects		
Group Project 1. Gathering Requirement and Wireframe. Students will collaborate in teams to create an app centered around the assigned topic. In the first part of the group project, students are tasked with recognizing existing practices and challenges, then crafting a wireframe tailored for the target users. The wireframe must be presented as a group.		15
Group Project 2. Design Iteration and Evaluation. For the second part of the group project, students will assess the wireframe with potential target users and refine the design accordingly. The subsequent phase of the project will entail prototyping using tools like Figma or Adobe XD, followed by evaluating the usability of the final prototype with a diverse set of potential users.		15
TOTAL		100

Grading Scale

Letter Grade	% Equivalency
A	94 − 100%
A-	90 − 93%
B+	87 − 89%
B	84 − 86%
B-	80 − 83%
C+	77 − 79%
C	74 − 76%
C-	70 − 73%
D+	67 − 69%
D	64 − 66%
D-	60 − 63%
E, I, NG, S-U, WF	0 − 59%

More information on grades and grading policies is here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Course Policies

Late Submission
All course works must be submitted no later than the due date unless prior arrangements are made with the instructor.

- **Penalty for late submission:** If a student submits an assignment after the due date without having made arrangements, **1 point will be deducted for each date.**
- **Deadline Extension:** To request a deadline extension, please contact the instructor **at least 3 days prior to the deadline.**
- **The group presentation deadline CANNOT BE EXTENDED.** At least one of your group members should present on the designated date.

Attendance
Attendance is mandatory. Students are allowed three unexcused absences. **If you miss more than 3 classes during the semester, each additional absence will lower your overall grade by 5 points.**

Acceptable reasons for absence from or failure to engage in class include the followings: illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena).

For all planned absences, a student in a situation that allows an excused absence from a class, or any required class activity must inform the instructor 3 days prior to the class or deadlines. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit. **Please provide valid documentation**.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Course Modality
Course modality is the way in which a class is offered/delivered to students by the instructor. All students, regardless of the modality, will achieve the same learning objectives. Students can check their class schedules or reference the top of this syllabus to see the format(s) available for each of their individual classes. The modality of a course does not vary during a semester, and students are expected to adhere to the instructor-defined attendance guidelines for that format. Use the guide below to familiarize yourself with the various ways classes are offered at the Digital Worlds Institute.

Course Technology
The students will be required to have access to and use a personal computer with access to the Internet. Word editing software will be required for written assignments.

The University of Florida and Digital Worlds requires that students have access to and ongoing use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each DAS major's laptop computer to meet certain minimum specs for heavy graphics

use, the requirements documented below must be met. https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/.

Course Communications
Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Course Recordings
Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Creation of Original Content Ethics
For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right to not show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. We encourage students to consult with their faculty when producing work that might be considered controversial, and to err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Course Technology Support

DW Computer Workstations
Digital Worlds offers several high-end computer workstations for students enrolled in DIG coursework that can be reserved in advance to support student assignments and projects. Reservation times vary throughout the semester. To make a reservation: https://digitalworlds.ufl.edu/workstations

Usage Policy
The Digital Worlds Computer Work Stations will be used in conjunction with the curriculum and the educational mission of the Institute. Their use is considered a privilege rather than a right. Students will be responsible for adhering to all technology use conditions and rules presented by the Digital Worlds Institute. Any violation of the terms and conditions may result in losing access to technology.

These DW computer workstations have been established for limited educational purposes, including classroom and career development activities. It has not been established as public access or a public forum. The Digital Worlds Institute has the right to place reasonable restrictions on the material you access or post and the training you need before you are allowed to use the system.

UF Computing Help Desk
For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

University Policies

University Honesty Policy
UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Class Demeanor
Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

Students Requiring Accommodations
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Netiquette Communication Courtesy
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Software Use
All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy
There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: https://catalog.ufl.edu/UGRD/academic-regulations/ferpa-confidentiality-student-records/

Course Evaluation
Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/

Campus and Academic Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](#).

[**Career Connections Center**](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

[**Library Support**](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[**Teaching Center**](#): Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

[**Writing Studio**](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information](#).

Online Students Complaints: [View the Distance Learning Student Complaint Process](#).

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.