DIG3124 | Course Syllabus

COURSE DESCRIPTION

This course introduces students to the principles of interactivity and usability of digital interface. The course conveys the importance of identifying users' needs and providing solutions tailored to those needs. Topics include, but not limited to, basic activities of interaction design, cognitive and emotional aspects of digital interface, visual aesthetics, data gathering, prototyping, and evaluation. Students will work in a group to analyze the user experience and design digital applications.

PREREQUISITE KNOWLEDGE AND SKILLS

None

COURSE GOALS AND/OR OBJECTIVES

By the end of this course, students will be able to:

- Identify problems of existing digital interface based on principles of interaction design.
- Identify the needs of key stakeholders and provide design solutions tailored to those needs.
- Collect and analyze data to identify system requirements.
- Transform conceptual design ideas to physical design.
- Use visual elements to prioritize information and optimize interactions.
- Demonstrate an understanding of industry practices related to interactivity and usability of digital systems.
- Gain experience working effectively in a collaborative group setting.

REQUIRED TEXTBOOKS, HARDWARE, AND SOFTWARE

- Textbook: There is no textbook for this class.
- Software: Prototyping Tools (e.g., Adobe XD, Figma), Text Editor (e.g., Visual Studio, Atom, Brackets).

RECOMMENDED MATERIALS

Helen Sharp, Jennifer Preece, & Yvonne Rogers (2019). Interaction Design: Beyond Human-Computer Interaction (5th Edition). Wiley & Sons, ISBN-10: 1119547253

COURSE MANAGEMENT SYSTEM

E-Learning in Canvas is the course management system that you will use for this course. E-Learning in Canvas is accessed by using your Gatorlink account name and password at http://elearning.ufl.edu/ (Links to an external site.) There are several tutorials and student help links on the E-Learning login site. If you have technical questions call the UF Computer Help Desk at 352-392-HELP or send an email to helpdesk@ufl.edu.

It is important that you regularly check your Gatorlink account email for College and University-wide information and the course E-Learning site for announcements and notifications.

Course websites are generally made available on the Friday before the first day of classes.

COURSE FEES

Course fees are assessed for certain courses to offset the cost of materials or supply items consumed in the course of instruction. A list of approved courses and fees is published in the Schedule of Courses each semester. (UF-3.0374 Regulations of the University of Florida).

Material and supply and equipment use fee information is available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for this class is $0.00. The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/).

WEEKLY SCHEDULE

Week	Module	Topic	Assignments
1	Orientation	Welcome	Introduce Yourself Discussion Start Here Quiz
	1	Introduction to UI/UX Design	Quiz 1 Exercise 1: Laundry App Design
2	2	Principles of UX/UI Design	Quiz 2 Exercise 2: Airline App Design
3	3	Sensation and Perception	Quiz 3
4	4	Cognitive Models, Memory, and Attention	Quiz 4 Writing Assignment: Examples of Good and Bad Design Paper
5	5	Understand the Market	Exercise 3: Disney's Creative Thinking
6	6	Requirement Gathering	*Group Project 1: Market Analysis
7	7	Bring Requirements to Life: Interview and Persona	Exercise 4: Interview Analysis Group Project 1: Peer Reviews
8	8	Scenario and User Journey Map	
	9	Define the Solution	
9	10	Flow Diagram and Wireframe	Exercise 5: Sitemap and Flowchart *Group Project 2: Interview, Persona, and Wireflow
10	-	Spring Break	
11	11	Prototypes	Group Project 2: Peer Reviews
12	12	Prototyping Tool: Figma	Exercise 6: UF App Design
13	13	Build a Website: HTML and CSS	Exercise 7: Build a Website
14	14	Evaluation and User Testing	Quiz 5 Group Project 3: Prototype and User Testing
15/16	15	Final Showcase	Group Project 3: Peer Reviews Group Evaluation *Group Project 4: Final Report

* These assignments only need to be submitted by the team leader.

Grading

EVALUATION OF GRADES

	Points	% of Grade
Quizzes		15%
- Quiz 1	6	
- Quiz 2	6	
- Quiz 3	6	
- Quiz 4	6	
- Quiz 5	6	
Assignments		15%
- Good Design and Bad Design Paper	30	
Exercises		20%
- Exercise 1: Laundry App Design	4	
- Exercise 2: Airline App Design	4	
- Exercise 3: Disney's Creative Thinking	4	
- Exercise 4: Interview Analysis	4	
- Exercise 5: Sitemap and Flowchart	4	
- Exercise 6: UF App Design	10	
- Exercise 7: Build a Website	10	
Projects (Group Submission)		45%
- Group Project 1: Market Analysis	20	
- Group Project 2: Interview, Persona, and Wireflow	20	
- Group Project 3: Prototype and User Testing	20	
- Group Project 4: Final Report	20	
- Group Evaluation (Individual Submission)	10	
Peer Review (Individual Submission)		5%
- Group Project 1: Peer Review	3	
- Group Project 2: Peer Review	3	
- Group Project 3: Peer Review	3	
Total	199	100%

GRADING SCALE

Letter Grade	% Equivalency	GPA Equivalency
A	94-100%	4.0
A-	90 – 93%	3.67
B+	87 – 89%	3.33
B	84 – 86%	3.00
B-	80 – 83%	2.67
C+	77 – 79%	2.33
C	74 – 76%	2.00
C-	70 – 73%	1.67
D+	67 – 69%	1.33
D	64 – 66%	1.00
D-	60 – 63%	.67
E, I, NG, S-U, WF	0 – 59%	0.00

More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/)

LATE WORK

All course work (including, but not limited to: assignments, quizzes, and group projects) must be submitted no later than the due date unless prior arrangements are made with the instructor. If a student submits an assignment after the due date without having made arrangements, 1 point will be deducted for each date.

NOTE: To request a deadline extension, please contact the instructor at least 3 days prior to the deadline.

MAKE-UP POLICY

All projects must be submitted on time. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence as outlined under UF attendance policy:
https://catalog.ufl.edu/ugrad/1617/regulations/info/attendance.aspx

- Unless students have acceptable reasons for missing quizzes and group project, the maximum grade the students can receive is half points of their original grade (e.g., if you receive 10, the final grade will be 5)

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/ugrad/current/regulations/info/attendance.aspx

COURSE TECHNOLOGY

The University of Florida and Digital Worlds requires that students have access to and on-going use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Students are required to access electronic forms of information, submit assignments and communicate with other students and faculty electronically. DW requires each student's mobile computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met.

DW Computer Requirements
http://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/new-student-buyers-guide/

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review prior to the start of their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of how to operate a computer, how to interact with an internet browser, and how to use word processing software.

MATERIALS/SUPPLY FEES

There is no supply fee for this course.

ZOOM

Zoom is an easy to use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at https://ufl.zoom.us (Links to an external site.).

COURSE COMMUNICATIONS

Students can communicate directly with the Instructor regarding the course material through the course management system (CANVAS).

Electronic communication outside class meetings is welcome, however, unless absolutely urgent, will be responded to M-F from 9 AM to 5 PM.

When you send an email to your instructor, you should:

- Use the Canvas "Inbox" tool for your course unless you have specific directions otherwise
- Send to the minimum number of necessary recipients
- Use a descriptive subject line
- Be concise and clear
- Use standard file formats for attachments (e.g. PDF, DOCX, XLSX), or confirm that the recipient can open the format you intend to send
- Sign your message with your name and return email address

NOTE ON INSTRUCTION

The course incorporates lecture, in-class exercises, and assignments to apply and reinforce skills learned. Additionally, students will be asked to participate in homework expanding on in-class lessons to strengthen their skills. Individual assignments will be explained in detail as the course progresses.

COURSE TECHNOLOGY SUPPORT

The Digital Worlds Technology Support Center provides computer support for Digital Worlds students who access Visimeet, lecture recordings, student equipment, facilities and other technology-based resources.

For computer assistance related to Visimeet, lecture recordings, student equipment, and facilities request please Submit a Help Ticket or email support@digitalworlds.ufl.edu.

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 Computer Help Desk (http://helpdesk.ufl.edu/) available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

UF Policies

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge that 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-conducthonor-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 requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure 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. For more information, refer to the Netiquette Guide for Online Courses (https://www.cise.ufl.edu/wp-content/uploads/2019/08/CISE_Netiquette_Guide.pdf)

ONLINE COURSE EVALUATIONS

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/.

Resources
HEALTH AND WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.
- Counseling and Wellness Center (http://www.counseling.ufl.edu/cwc/Default.aspx), 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS). Student Health Care Center, 392-1161.
- University Police Department, http://www.police.ufl.edu/, 392-1111 (or 9-1-1 for emergencies).

ACADEMIC RESOURCES

- E-learning technical support: 352-392-4357 (select option 2) or e-mail to Learning- support@ufl.edu; https://lss.at.ufl.edu/help.shtml.
- Career Resource Center: 392-1601; Reitz Union; Career assistance and counseling; http://www.crc.ufl.edu/
- Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. http://teachingcenter.ufl.edu/
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. http://writing.ufl.edu/writing-studio/
- Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf
- On-Line Students Complaints: http://www.distance.ufl.edu/student-complaint-process

ACCESSIBILITY RESOURCES

- Instructure Product Accessibility
- Accessibility updates to the Vimeo player

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.