

Web Design II (UX Design)

DEPARTMENT of ART and DESIGN

Course Title	Web Design II (UX Design)
Course No.	ARTS 3200 - 801
Semester	Fall 2017
Class Meetings	Tuesdays and Thursdays, 8AM to 10:45AM, Mahoney Hall 111

INSTRUCTOR INFORMATION

Instructor	Professor Christopher Previte
Office Location	Mahoney 215 - D
Office Hours	Tuesdays and Thursdays, 12:30PM to 2PM
E-Mail Address	christopher_previte@uml.edu
Homepage	Blackboard Course Site

COURSE INFORMATION AND LEARNING OUTCOMES

Course Description

This advanced-level course is designed for students who have completed Website Development (90.238) and Website Design (70.379). The course will cover advanced topics such as user-centered design, information architecture, testing, and usage analysis. Students will have the opportunity to further develop their design, development, and conceptualization skills.

Learning Outcomes

In Web Design II, you will:

- Build a foundation of understanding information architecture, HTML, image processing, and usability
- Independently plan, design, and produce advanced World Wide Web art projects
- Develop Web architecture skills and creative talents
- Focus on sustainable art practice

Course Requirements

Over the course of the semester, students will be required to complete several finished projects using their research, planning architecture, design, and World Wide Web authoring techniques. For all projects, students will be required to publish each assignment and the final semesters work to the internet. We will conduct thorough critiques of all completed work so that all students can learn from one another. Everyone must come prepared and engaged and everyone must participate. Students will be evaluated on the presentations, so test your work and equipment before hand on multiple operating systems and browsers. Students are responsible for meeting all project deadlines and critiques. Late presentations will suffer a drop in letter grade for each day late. Attendance and punctuality is required at all class meeting and will be reflected in the final grade. You can get an "A", only if you are consistently in class and on time. An Incomplete will only be issued if there are extenuating circumstances related to illness or critical personal emergency and only after administrative notice has been received.

Method of Instruction Class Participation

This class is conducted in a studio format, meaning you work on projects in class. There will be critiques on projects, lectures on design-related topics, demos on software and syntax, and discussions of assigned readings. It is imperative you attend all the classes, arrive on time, stay for the entire class meeting, and meet all the deadlines. Two absences will be accepted, while any more will be considered excessive and will affect your final grade. Five absences will result in a failing grade. Two tardies equal an absence. If you miss a class, it is your responsibility to find out what you missed and to make up the work. Please attend all critiques... even if you are not prepared to show your own work. You will learn by discussing the work of others!

Final Exam

TBA

Grading

Project presentations (craftsmanship, and content)	75%
Attendance, punctuality and preparedness	10%.
Participation in discussions and critiques	15%.

All project grades are based on process, presentation, attention to detail, and ability to discuss and critique your projects as well as your colleagues'. In addition, advanced projects are graded on identifying and communicating an idea through written and visual elements. Grading sheets will be handed out with each assignment so you know what will be evaluated in the final project.

A = Superior Work: Highest Quality (Excellent +) Skill is performed to very high standard of proficiency for this level of the program. Very few problems in a range evaluated items, often no problems.

B = Basic Honors Quality (Very Good ✓) Achieved a high level of proficiency for skill. Multiple problems in a section of evaluated items (e.g., *typographic details, color, images*) and/or one or two problems in multiple (but not most) sections. Work clearly exceeds "competency."

C = Satisfactory (ok) Skill is demonstrated without being exceptional. Multiple problems in more than one section of evaluated items, and/or one or two problems in most sections. Students could be thought of as competent in respect to this skill.

D = Minimum Passing (unsatisfactory-) Skill is demonstrated to a poor or unacceptable level. Multiple problems in majority of sections of evaluated items.

F = Fail (0) Skill is absent or performed to a very low level. Multiple problems in almost all or in all sections of evaluated items.

Process deadlines, if not met, will merit a 0 grade, and will affect the final project grade. It is your best interest to have sketches, first drafts, refined concepts and final work done on time. Unless stated, all work is due at the beginning of class.

Final grades are the total of all project/process grades, as well as attendance and participation in critiques.

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Suggested Texts

Designing with Web Standards, 3rd Edition, Jeffrey Zeldman
Peachpit Press
ISBN 0321616952.

Web Style Guide, 3rd Edition, Patrick J. Lynch and Sarah Horton
Yale Books
ISBN 0300137370.

The Principles of Beautiful Web Design, 2nd Edition, Jason Beard
ISBN 098057689X.

CSS/Development: CSS, DHTML & AJAX, Jason Cranford Teague
Peachpit Press
ISBN 032144325X.

Supplies List

- Sketchbook/Notebook
- Portable Storage Device (to back up your work)
- iPod/iPhone

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COURSE CALENDAR AND SCHEDULE

Week	Day/Date	Weekly Topics and Events
1	Tuesday September 7	COURSE INTRODUCTION Class Goal: Overview of class structure, goals, and expectations. Syllabus, Schedule, Tools we can use, Class Structure, Rules of Engagement
2	Tuesday September 12	PROJECT 1 Review HW, The UX Workflow, Introduction to PROJECT 1 In Class: Determine Design Teams. Research, research, research. Determine restaurant menu to design. Begin creating your research packet. HW: Continue research and sketch up 3 possible Site Diagrams. Decide what your "Specialty Page" will be.
2	Thursday September 14	PROJECT 1 Review Research Packets, Overview of Wireframing and Brainstorming In Class: Wireframing: Brainstorm possibilities for all screens. Create wireframes for all screens. Print all. HW: Usability Testing – Test with at least two people you know. Document results. Adjust wireframes as needed.
3	Tuesday September 19	PROJECT 1 Present Usability Testing Results In Class: Begin visual design of all screens. Determine team tasks. HW: Continue working on visual design for all screens.
3	Thursday September 21	PROJECT 1 In Class: Complete visual design (drafts) for all screens. Peer critiques. HW: Adjust visual designs as needed. Mock up all finishes. Prepare for presentation.

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4	Tuesday September 26	PROJECT 1 PROJECT 1 DUE – CRITIQUE
4	Thursday September 28	Intermission In Class: Introduction to Adobe Muse
5	Tuesday October 3	PROJECT 2 In Class: Introduction to PROJECT 2, Choose teams. Begin research (planning and ideation) HW: Complete research and prepare for presentation.
5	Thursday October 5	PROJECT 2 DUE: Present app design idea and research (planning and ideation efforts) In Class: Begin content/functionality outline HW: Refine content/functionality outline
6	Tuesday October 10 (Remote)	PROJECT 2 Christopher is out of town. As such, you should create your site outlines, site maps, and initial wireframes on paper. Then take your best wireframes digital. Next, get out there and do your usability testing (minimum of 5 people). Be thorough (multiple drafts/attempts) and refine as you go.
6	Thursday October 12 (Remote)	PROJECT 2 Christopher is out of town. As such, you should create your site outlines, site maps, and initial wireframes on paper. Then take your best wireframes digital. Next, get out there and do your usability testing (minimum of 5 people). Be thorough (multiple drafts/attempts) and refine as you go. HW: Prepare for presentation.
7	Tuesday October 17	Senior Studio Critiques: Class Participation
7	Thursday October 19	PROJECT 2 DUE: Presentation of site outlines, site maps, all wireframes, and detailed results of usability testing. (critique) In Class: Begin planning interface/information/visual design, artwork HW: Continue working on interface/information/visual design, artwork. Create your component system design specs.
8	Tuesday October 24	PROJECT 2 DUE: Present you component system design specs (critique) IN Class: Continue working on interface/information/visual design. Refine based on crit. HW: Continue working on interface/information/visual design. Prepare to present drafts.

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8	Thursday October 26	<p>PROJECT 2 DUE: Draft presentation of interface/information/visual design. (critique) In Class: Continue working on interface/information/visual design. HW: Complete interface/information/visual design. Prepare for final presentation.</p>
9	Tuesday October 31 (Halloween)	<p>PROJECT 2 In Class: Last minute preparation for final presentation (1-hour). DUE: Final presentation of PROJECT 2 HW: Take a long nap.</p>
9	Thursday November 2	<p>PROJECT 3 In Class: Introduce PROJECT 3. Begin research and paper sketching. HW: Create draft of PROJECT 3 (digital)</p>
10	Tuesday November 7	<p>PROJECT 3 DUE: First Draft of PROJECT 3 (critique) In Class: Adjust based on critique. Work in class. HW: Complete PROJECT 3</p>
10	Thursday November 9	<p>PROJECT 3 DUE: Completed PROJECT 3 (critique) HW: None</p>
11	Tuesday November 14	<p>PROJECT 4 INTRODUCE PROJECT 4 In Class: Decide what you would like to teach someone. Think about what you enjoy doing. What are your hobbies and interests? HW: Write at least ten clear, descriptive steps that will guide someone through the tasks to successful completion. Show a draft of your steps to at least three people to test if they can follow along just from reading them.</p>
11	Thursday November 16	<p>PROJECT 4 DUE: Present written steps and results of user testing. In Class: Take user tester's questions and concerns into account and rewrite steps. Begin creating and/or collecting any imagery (photos, illustrations, diagrams, graphics) that you will need to enhance the experience and make the teaching of it more clear and enjoyable. HW: Finish creating and/or collecting any needed imagery.</p>
12	Tuesday November 21	<p>PROJECT 4 DUE: Present completed imagery (photos, illustrations, diagrams, graphics). In Class: Edit and iterate imagery as needed per critique. HW: As usual, plan your site on paper from outline to site map to wireframes. User test again at the wireframe stage with at least three people to ensure that they can clearly understand the site layout and how to complete certain basic tasks (of navigating around the site). Repeat user testing as needed. Brainstorm ideas for a name for your site.</p>

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12	Thursday November 23 (Thanksgiving)	NO CLASS
13	Tuesday November 28	<p>PROJECT 4 DUE: Present user testing results (wireframes) and site name ideas. In Class: Begin designing logo for site. HW: Complete logo design and begin designing a visual elements library of common (master page) elements that will appear on your site.</p>
13	Thursday November 30	<p>PROJECT 4 DUE: Present completed logo design and visual elements library. In Class: Edit and iterate logo design and visual elements library as needed. HW: Begin designing your site using either Muse, XD, or Dreamweaver (plus any coding you would like to do). You may plan your site in Illustrator or Photoshop in advance.</p>
14	Tuesday December 5	<p>PROJECT 5 In Class: Work on designing your site. Individual crits and help as we go. HW: Continue working on your site. Prepare for draft presentation</p>
14	Thursday December 7	<p>PROJECT 5 DUE: Draft presentation of site design so far. In Class: Edit and iterate site as needed based on critique. HW: Continue working on instructional website. User test the mostly completed site with at least three people to measure how well they can complete the tasks as presented and complete the goal.</p>
15	Tuesday December 12	<p>PROJECT 5 DUE: Present user testing results. In Class: Edit and iterate site as needed based on critique and user testing. HW: Complete instructional website.</p>
Finals	Thursday December 21 11:30AM to 2:30PM	<p>FINAL PRESENTATIONS DUE: Present final instructional website. Turn in all deliverables. In Class: Eat snacks. Celebrate.</p>