

## **CT 160 User Experience Design**

### **Course Information**

Days & Times: Mon/Wed 10:00AM – 11:50AM

Room: Acad Core 4M03

Prof.: Ki Won (Ambrose) Kwak

Meeting Dates: 01/25/2019 – 05/22/2019

Email: [kkwak@york.cuny.edu](mailto:kkwak@york.cuny.edu)

Office Hours: By appointment

### **Course Description**

This course explores research, design and evaluation methodologies for the user experience. Students will research and analyze user problems; explore ideation and communication of user-centered design through personas, user flows, mood boards, wireframes and prototyping; and learn to present, defend and critique design decisions. It introduces foundation digital imaging skills with focusing on hands-on learning through individual assignments, application of design skills in group mini-projects, and peer critique.

### **Credit Hours**

3crs., 2hrs. lecture, 2hrs. lab

### **Pre-requisites**

ENG 125

### **Course Website**

[www.passionatethinker.com](http://www.passionatethinker.com)

### **Course Objectives/Learning Objectives**

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

- Understand the principles of user-focused design
- Create a UX design workflow in various forms effectively
- Ability to explain and defend UX design concepts in a critiques setting
- Evaluate others work in critiques and give constructive feedback
- Create implementations of prototypes; from early stages to final with user testing
- Learn foundation of digital imaging for building prototypes

### **Course Resources**

#### **Software**

Photoshop, Illustrator, Sketch, and InVision

#### **Textbook(s) and Files**

A Project Guide to UX Design, Carolyn Chandler & Russ Unger, 2012.

Universal Usability, Access by Design – free (online edition)

[http://universalusability.com/access\\_by\\_design/](http://universalusability.com/access_by_design/)

## **Course Activities**

### **Readings**

We will read approximately two or three chapters of textbook as required. The readings will cover basic aspects of visual design, interaction design, information architecture, usability, user experience, accessibility, and so on.

### **Presentations and Homework**

Most weeks there will be an instructor presentation related to the readings, workshop topics, and/or homework. You are expected to complete all readings and homework before the weekly in-class presentation. Late homework will not be accepted.

### **Quizzes**

Students will be required to complete the quizzes. These quizzes will consist of performance-based exercises based on the readings, homework, tutorials, and/or presentations.

### **Assignments**

There will be weekly assignments (Blog Posts) for this course. Students may be called upon to present homework in class for instructor and peer review. Students will be presented with any assignment - specific files and prototypes for mark-up and peer review.

### **Blog Posts (BP)**

Weekly blog entries are required for assignments.

A blog entry is grade on these requirements:

- Title of project
- Statement of purpose
- Follow directions of assignment, include all research and info required, documentation (images, videos, etc.) needed for exercise.
- No grammar errors

### **Due Dates**

Late assignments will not be accepted without serious personal issues.

### **Attendance/Participation**

A student's participation grade is based primarily on their attendance and participation in class. Every student begins the term with 10 participation points. Attendance is mandatory for every single scheduled class. For each class missed, 3 participation points will be deducted. Tardy

students will have 2 participation points deducted. More than three absences amounts to a failure, as a student may not earn less than 0 participation points.

As this class analyzes user experience with group activities, user testing, and critiques, attendance and participation is crucial. Being late or missing multiple classes, will not only be a disservice to your grade, but will affect your group's and peers' projects. Attendance will be taken at 10:00 AM each class. Students who arrive after 10:15 AM will be counted as late on the attendance sheet. For every two late absences, a student will automatically have a half grade deduction for entire course. Please make sure that more than 3 unexcused absences are failure of the course. For excused absences, arriving late, or leaving early, student have to email before class begins.

### **Decorum**

Students are expected to treat the instructor and fellow students with the appropriate degree of respect, both in class (if applicable) and in online discussions. Communication, either in person or through electronic media, that is deemed abusive, threatening, or harassing in nature will not be tolerated.

### **Academic Integrity**

York College's Academic Integrity Policy & Procedures, developed to conform to the CUNY policy on Academic Integrity.

### **INC Grades**

The following overview of the INC grade is condensed from [York's grading policy website](#)

The student must be passing the course, and have work remaining to complete the course requirements. The student must request an INC grade. The instructor must approve whether the student has a valid reason for not completing course requirements and has reasonable expectation that the student can in fact successfully complete the requirements of the course within the allotted time.

### **Grading**

Your grade will be based on the following:

<b>Component</b>	<b>Points</b>
Weekly Assignments (BP)	25%
Quizzes	15%
Group Projects	25%
Final Project Site	25%
Participation/Attendance	10%

Total	100%
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### Policy on Accommodations for Disable Students

CUNY York College is committed to providing access to programs and services for qualified students with disabilities. If you are a student with a disability and require accommodations to participate and complete requirements for this class, contact the STAR Program (Specialized Testing & Academic Resources), services for students with disabilities (Academic Core Building (AC), Room 1GO2, 718-262-2191/3732) for verification of eligibility and determination of specific accommodations.

### Notes on the grading criteria

Work will be evaluated according to the following criteria:

- Mastery of the concepts
- Understating of issues introduced
- Originality of approach
- Presentation
- Participation
- Written assignments

### Grades Policy

Your grade will be calculated using the following scale:

Grade	Percentage Range	Grade Point
A+	97.0-100	4.00
A	93.0-96.9	4.00
A-	90.0-92.9	3.70
B+	87.0-89.9	3.30
B	83.0-86.9	3.00
B-	80.0-82.9	2.70
C+	77.0-79.9	2.30
C	73.0-76.9	2.00
C-	70.0-72.9	1.70
D+	67.0-69.9	1.30
D	60.0-66.9	1.00

### Reflections

Reflection (RF)	Description
1. The Beginning	<b>Answer the following questions in ESSAY format on your index page:</b>

	<ul style="list-style-type: none"> <li>• What do you hope to learn in CT 160 User Experience Design?</li> <li>• What skills do you bring with you?</li> <li>• What skills do you hope to gain?</li> <li>• How do you use the UXD in daily life?</li> <li>• How can this class help with your future career?</li> </ul>
2. The Middle	<p><b>Answer the following questions in ESSAY format on your index page:</b></p> <ul style="list-style-type: none"> <li>• How has your experience with this course been going?</li> <li>• Is user experience design easier or more difficult than you expected?</li> <li>• How has an increased understanding of UXD changed the way you view the web/mobile?</li> <li>• What are you still eager to learn?</li> </ul>
3. The End	<p><b>Answer the following questions in ESSAY format on your index page:</b></p> <ul style="list-style-type: none"> <li>• You have now reached the end of this course. Did you learn what you wanted to learn from this course?</li> <li>• Are you interested in continuing learning about user experience design? If so, what area would you like to continue learning about?</li> <li>• How has this course changed your views/opinions of user experience design?</li> </ul>

**Course Schedule (Subject to Change)**

Week	Date	In Class Workshop Topics	Reading	Assignment
1	1/28  1/30	Introduction to User Experience Design, Design Thinking  UX Fail Scavenger Hunt, Adobe Photoshop Introduction Tutorials		<i>PF.1 The Beginning</i>  Submit In-Class Exercise (PSD File)  BP: UX Fail  BP: App Redesign
2	2/4	UX Fail and App Redesign Critique, Introduction to Group Project #1: User Personas	Chapter 1, 6, 7 of A Project Guide to UX Design	BP: Write-Up of User Persona

	2/6	Ps Tutorials, Design Principles and Elements: Composition, Space, and Size. Design User Persona		Submit In-Class Exercise (PSD File)  BP: User Persona Design
3	2/11	Product User Testing and Personas, Group Meeting, UX Lecture: User Testing, Ps Tutorials		BP: Data Analysis of User Testing  PSD Tutorials, Submit In-Class Exercise (PSD File)
	2/13	Design Principles Lecture, User Persona Critique		Group Project #1 Meeting Check-In  BP: User Persona for Group Project #1
4	2/18	President's Day – College is closed.		
	2/20	Group Project #1 Presentation	Chapter 10 Design Principles  Chapter 2 The Project Ecosystem	BP: Revised User Persona Based on Feedback
5	2/25	Design Principle Lecture: Color, Typography, Mood Board, and Flyer. Ps Tutorials		Submit In-Class Exercise (PSD File)
	2/27	Group Project #2 Intro		BP: Mood Board and Online Event Flyer
6	3/4	Mood Board and Online Flyer Critique		BP: Revised Mood Board and Online Flyer Based on Feedback
	3/6	Group Project #2: Synthesize Research and Create Personas, User Research and Competitive Research	Refer to Page 111 (User Interviews)	BP: User Research - Interview 3 Users on Their Experience

7	3/11	Design User Flow for UX, UX Wireframe Templates		Rough Draft of Presentation
	3/13	Photoshop Quiz, Intro to Sketch		Submit In-Class Exercise (Sketch File)
8	3/18	User Testing of Paper Prototypes and Card Sorting Exercise	Chapter 12 Wireframes & Annotations Chapter 13 Prototyping	BP: User Testing Analysis and Notes
	3/20	Photoshop Quiz, User Testing and Design Prototypes in Sketch		HW: Rough Draft of Presentation
9	3/25	User Testing Final Prototypes		BP: User Testing Analysis
	3/27	Quiz on UX Terms, Work on Final Prototypes		HW: Prepare Midterm Final Presentation
10	4/1	Midterm Final Presentation, Intro to Final Individual Project		BP: Final Project Concepts and Sketches
	4/3	Into to Ai, Ai Tutorials		<i>PF.2 The Middle</i> Submit In-Class Exercise (AI File)
11	4/8	Presentation of Final Project Concepts		BP: Paper Prototypes
	4/10	Logo Design, Ai Tutorials		Submit In-Class Exercise (AI File) BP: Logo Design for Final Project
12	4/15	Logo Design Critique, User Research/Card Sorting		BP: Logo Revision Based on Feedback BP: User Research/Card Sorting

	4/17	Begin Building Paper Prototypes		BP: Paper Prototypes
13	4/22	No classes. Spring recess.		
	4/24	No classes. Spring recess.		
14	4/29	User Testing of Paper Prototypes		
	5/1	Prototype in Sketch Design Day and Individual Meetings		BP: Prototype in Sketch
15	5/6	Rough Draft of Prototype User Testing		BP: User Testing Analysis
	5/8	Rework Prototype Based on User Testing in Class		HW: Create Rough Draft of Presentation  <i>PF.3 The End</i>
16	5/13	Rough Draft of Final Prototype Presentation Critique		
	5/15	Work on Final Prototype in Sketch		
17	5/20	Final Presentations		
	5/22	Final Presentations		

\* The course schedule may be changed on school schedule.