



IMD 246-A

Introduction to User Centered Design

Syllabus

Winter 2006
Thursday, 6:00–9:45 p.m.
Room 216
Instructor: Janet Tingey

Contact Information

Best way to reach me is email: jt382@fac.aii.edu
Available by appointment before or after class

Final day, date, and time

Tuesday, March 21st, 7:45–9:45 p.m.

Course Description

Students will examine interactive media design from the standpoint of user tasks and goals, and will practice designing an interface to facilitate a user's completion of their tasks. The class will focus primarily on web site design, but design of alternate interactive media applications may also be briefly discussed. Students will examine the conflicts between user centered design and business goals and develop synthesized solutions to meet both business objectives and user goals. Students will study methods of data collection on current user behavior and its analysis with tools, such as WebTrends, as a source of information used in a redesign to improve user experience. Students will also learn about usability testing: goals, methods, and regression testing and how testing plays a role in interactive media development.

Course Outcomes

- Students will learn the philosophy and methodology of user centered design and how to incorporate them in sites that facilitate the user experience while meeting business goals.
- Students will develop analytic skills as they prepare appropriate, professional-quality documentation as part of their web project development.
- Students will produce a site design that they will test, giving them a deeper understanding of usability testing.

Supporting Competencies

- Students will develop skills for effective teamwork.
- Students will build document writing, graphic design, and presentation skills, and deliver professional quality development documentation.

Class Time Structure

- Homework review
- New topic discussion
- Work in class on projects. Note that you should come to class prepared to work and take advantage of the time available to you to get together with your partner.

Recommended Texts

The Elements of User Experience by Jesse James Garrett

Don't Make Me Think by Steve Krug

The Design of Everyday Things by Donald Norman

Required Materials

Bring your brain.

Grading

Letter grades with a numeric value will be assigned to each project handed in, or presentation done in class. At the end of the term, the grades earned will be averaged to determine the final grade for the course. The following grading scale is published in the AiPD Catalog.

Letter Grade		Number Grade	Rating
A	=	95 – 100	Excellent
A-	=	90 – 94	
B+	=	87 – 89	
B	=	83 – 86	Good
B-	=	80 – 82	
C+	=	77 – 79	
C	=	73 – 76	Satisfactory
C-	=	70 – 72	
D+	=	67 – 69	
D	=	62 – 66	Marginal
F	=	Below 62	Failure

Attendance counts, you can earn up to 11 points simply by showing up for class. These points will be converted to a letter grade that factors into the average at the end of the semester. Criteria that will factor into the letter grade earned for a given assignment are: quality and creativity of work done, ability to adhere deadlines, level of professionalism both in work created and in presentation of that work, and ability to contribute constructively to group discussions and critiques.

Late Work

Course assignments in this class build on each other, so it is critical to turn in work promptly. I will accept assignments one week late and downgrade them by one letter grade from what they would have achieved if they had been handed in on time. After a week, late assignments will not be accepted, and a zero will factor into your average for that assignment for the course. Zeroes pull your semester average down really fast, so please hand in work promptly. **Please note:** You will be working on a team of two and possibly three people for the duration of the semester. There will be a zero-tolerance policy on slacking on the teamwork. You will fail assignments where you have not done your fair share of the work.

Attendance and Participation

As noted above, missing classes will adversely affect your grade. Please speak up in class discussions. There's no such thing as a stupid question. In the end, you'll learn more from each other than you'll ever learn from me.

Lab Policies

Leave food and drink outside the class. Disciplinary action will be taken toward any student found using the equipment in an inappropriate manner, taking cell phone calls or surfing the web. Disruptive, disrespectful or rude behavior will not be tolerated.

Plagiarism

Presenting the writings, images or paraphrased ideas of another as one’s own, is strictly prohibited at the Art Institute of Portland. Properly documented excerpts from other’s works, when they are limited to an appropriate amount of the total length of a student’s paper, are permissible when used to support a researched argument.

Students with Disabilities

It is AiPD policy not to discriminate against qualified students with a documented disability in its educational programs, activities or services. If you have a disability-related need for adjustments or other accommodations in this class, contact the Disability Services Coordinator.

Heather A. Bee, Psy.D.
 Director of Counseling and Disability Services
 The Art Institute of Portland
 1122 NW Davis Street
 Portland, OR 97209-2911
 503-382-4724

Course Calendar

Class	Activities	Assignment
Week 1	<ul style="list-style-type: none"> ▪ Introductions ▪ Course Overview ▪ What is User Centered Design? ▪ How to create a document template and why you need to do it. 	<ul style="list-style-type: none"> ▪ Come up with at least three possible web sites to design or redesign. The site chosen will be one you work on with a partner throughout the term. ▪ Do some casual competitive analysis for your sites, start brainstorming concepts for improvement ▪ Construct a template for the documentation you will create this quarter.
Week 2	<ul style="list-style-type: none"> ▪ Strategy: Site objectives and user needs 	<ul style="list-style-type: none"> ▪ Develop a Concept Document that includes an organization mission statement and details site objectives and user needs. Include a minimum of three objectives and three needs. Also include two to five personas.
Week 3	<ul style="list-style-type: none"> ▪ Scope: Feature set and content requirements 	<ul style="list-style-type: none"> ▪ Develop a Requirements Document detailing your feature set, content, and technical requirements. Include a

		minimum of two use case scenarios based upon your personas from the Concept Document.
Week 4	<ul style="list-style-type: none"> ▪ Structure: Interaction design and information architecture 	<ul style="list-style-type: none"> ▪ Read: http://www.jjg.net/ia/visvocab/ ▪ Create an Architecture Diagram (a.k.a. site map). Make sure that the interaction flow is documented.
Week 5	<ul style="list-style-type: none"> ▪ Skeleton: Interface design, Navigation design, and Information design 	<ul style="list-style-type: none"> ▪ Develop wireframes for your navigation and key site pages.
Week 6	<ul style="list-style-type: none"> ▪ Surface: Visual design ▪ Home page design issues 	<ul style="list-style-type: none"> ▪ Develop graphic presentations of key frames in your site.
Week 7	<ul style="list-style-type: none"> ▪ Accessibility and User Centered Design 	<ul style="list-style-type: none"> ▪ Build your site so it can be tested.
Week 8	<ul style="list-style-type: none"> ▪ Usability testing 1 	<ul style="list-style-type: none"> ▪ Test your site with a minimum of five users.
Week 9	<ul style="list-style-type: none"> ▪ Metrics analysis in redesigns ▪ Guest Speaker: Becky Reed from TechTracker will discuss metrics and their use in UCD 	<ul style="list-style-type: none"> ▪ Incorporate user feedback and redesign your site as necessary.
Week 10	<ul style="list-style-type: none"> ▪ Usability testing 2 	<ul style="list-style-type: none"> ▪ Prepare a final presentation for class. Present your site with a summary of the concept document, analysis of how you implemented the objectives and met user needs, feedback from user testing, and how that was incorporated into the final product.
Week 11	<ul style="list-style-type: none"> ▪ Final presentations 	