**New Course Proposal for NTM 2335**

Course Name: Introduction to User Experience Design for Web & Mobile
Course Prefix:  NTM

Course Number:  2335
Submission Date: November 8, 2013
College:  College of Applied Science and Technology
Department: Network Technology and Business Multimedia
From Term:  Fall 2014

Substantive – New Course

**New/Revised Course Information:**

Subject: NTM

Course Number: 2335

Course Title: Introduction to User Experience Design for Web & Mobile

Abbreviated Course Title (Limited to 30 characters):  Introduction to UX Design

Course Type: LEL - Regular class with incorporated lab

Credit Hours: 3

Contact Hours:

* + - Lecture: 45
		- Lab
		- Other

Grading Mode: Standard Letter

Repeat Information:  0
*(Limit=number of times course can be repeated for credit.  Leave at 0 if course cannot be repeated for additional credit).*Prerequisites/Co-requisites (also list these at the end of the course description):

This course is/will be: a required course in a major program

**Course description** (exactly as it will appear in the catalog, including prerequisites):

This course is designed to introduce students to the elements of user experience design for the web and mobile. The following topics will be covered: history of user experience, user centric design, agile development, user interface best practices for web and mobile applications, and analytics. Using current technologies and tools, students will create a basic web or mobile application.

**Justification** for the new course or for changes to an existing course. (Note: Justification should emphasize academic rationale for the change or new course. This is particularly important for courses requesting upper-division status.)

The foundation of this course is based upon an experimental course that has been taught as CS 4830 - The User Experience.

Enrollment, interest, and employer demand has increased over the past two semesters. In an effort to meet that demand NTM 2335 is being created. NTM 2335 will include all topics currently covered in CS 4830. Also, in order to provide students with a strong and solid foundation topics such as analytics, and responsive design will get more attention.

INFORMATION PAGE
for substantive proposals only

1. Did this course receive unanimous approval within the Department?  Yes

If not, what are the major concerns raised by the opponents?

2. If this is a new course proposal, could you achieve the desired results by revising an existing course within your department or by requiring an existing course in another department? Explain.

No, this course will provide students with a unique introduction to user experience design in the context of mobile, and web applications.

3. If this is a new course proposal, how will the proposed course differ from similar offerings by other departments? Comment on any subject overlap between this course and topics generally taught by other departments, even if no similar courses are currently offered by the other departments. Explain any effects that this proposal will have on program requirements or enrollments in other departments. Please forward letters (email communication is sufficient) from all departments that you have identified above stating their support or opposition to the proposed course.

Some topics are touched upon in other courses however there coverage is not tailored to the design of user experiences for web and mobile applications.

4. Is this course required for certification/accreditation of a program?  No

5. For course proposals, attach a copy of the course syllabus to the form your are submitting to the Faculty Senate office. The syllabus should be sufficiently detailed so that committees can determine that the course is at the appropriate level and matches the description. There should be an indication of the amount and type of outside activity required in the course (projects, research papers, homework, etc.).

Please mail a signed approval page to the Faculty Senate Office, MA 210J, MC 1033.

**Syllabus for NTM 2335
Introduction to User Experience Design for Web & Mobile**

**Course Description**

This course is designed to introduce students to the elements of user experience design for the web and mobile applications. The following topics will be covered: history of user experience, user-centric design, agile development, user interface best practices for web and mobile applications, and analytics. Using current technologies and tools, students will create a basic web or mobile application.

**Contact Information**

Email: thomasbell@weber.edu
Canvas Email: Click on Inbox
Phone: 801-626-729
Office: EH 372
Office Hours: Monday 3:00-5:00pm, Wednesday 1:00-3:00pm, Friday 1:00-3:00pm

**Course Outcomes**

At the conclusion of this course students will be able to do the following:

* Understand the history of user experience design
* Understand the finer points of Everyday Engineering
* Apply User centric design
* Create a storyboard, wireframe of a web or mobile application
* Apply Agile Development
* Make a website or mobile application accessible
* Implement Analytics

**Tools**

Adobe Photoshop

Source Code Editor

**Schedule**

Week 1

* Everyday Engineering. Finding and pondering the intersection of technology and human activity in everyday events and locations. A stroll. Pictures. Videos.
* History of CHI, HCI, User Experience, Interaction Design. From the first tool makers through cybernetics to mult-model design: voice, touch, haptics, Gaze, ubiquity, embedded systems.
* Realizing the Interdisciplinary. The links between Ecology, Anthropology, Sociology, Psychology, Physiology, Anthropometrics, Economics.

Week 2

* Understanding Sight, Voice, Touch
* Understanding Nature – bodily context; Accessibility
* Understanding Nurture – socio-economic context

Week 3

* Current practices in user centric design. Approaches by IDEO and others: Linking Constraints, Evaluation, Prototyping, Visualization, Selection, Uncertainty, Envisioning, Ideation, Framing, Synthesis. (connect to week 10)
* Beginnings: Storyboarding, personas, idea rockets, concept and behavior maps
* Continuing: linking beginnings to prototyping, wireframes, etc.

Week 4

* Software Engineering Tools in Agile Development: use case, etc.
* Completing the Circle: Evaluation: qualitative
* Completing the Circle: Evaluation from the business perspective (connect to week 11)

Week 5

* Getting Busy, Tools for communication, Photoshop, etc.
* Photoshop, etc.
* Photoshop, etc.

Week 6

* Still Getting Busy, Tools for show and more, Photoshop
* Photoshop, etc.
* Photoshop, etc.

Week 7

* Going Deeper: Building while under the hood. HTML and CSS
* HTML and CSS
* HTML and CSS

Week 8

* Still Going Deeper: Building while under the hood. HTML and CSS
* HTML and CSS
* HTML and CSS

Week 9

* Going Mobile. HTML and CSS for responsive design
* HTML and CSS for responsive design
* HTML and CSS for responsive design

Week 10

* Back through the cycle: Requirements Gathering
* Requirements Gathering, talking and selling to customers
* Reporting

Week 11

* Some of the Business End: Analytics
* Search Engine Optimization
* Revenue Generation

Week 12

* Asthetics/Communication: Rhetoric and Text and Typography and symmetry
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* Asthetics/Communication: Rhetoric and Text and Typography and symmetry

Week 13

* Web Best Practices. Exercises in critique
* Web Best Practices. Travel through the way back machine
* Synthesis: preparing for the final project

Week 14

* Final Project
* Final Project
* Final Project

Week 15

* Final Project and Presentations
* Final Project and Presentations
* Final Project and Presentations

Week 16

* Final Project and Presentations
* Final Project and Presentations
* Final Project and Presentations

**Assignments**

Below you will find all of the assignments for the course and you will find the weights to the right of each assignment.

1) Research: History of UX Design (100 pts)

2) Justify: User-centric Design (100 pts)

3) Evaluate: analytics (100 pts)

4) Critique: best practices (100 pts)

5) Create: Storyboard for site/app (100 pts)

6) Create: Wireframe for site/app (100 pts)

7) Create: Site Map for site/app (100 pts)

8) Create: Requirement Document for site/app (100 pts)

9) Evaluate: Site/app accessible (100 pts)

**Final Project**

Create a fully functional website or mobile app. (500 pts)

**Grade Scheme**

|  |  |  |  |
| --- | --- | --- | --- |
| 100 - 95 | A | 76 - 73 | C |
| 94 - 90 | A- | 72 - 70 | C- |
| 89 - 87 | B+ | 69 - 67 | D+ |
| 86 - 83 | B | 66 - 63 | D |
| 82 - 80 | B- | 62 - 60 | D- |
| 79 - 77 | C+ | 59 - 0 | E+ |

**Extra Credit**

I will occasionally give extra credit, but it will most often replace portions of an assignment. Please don't ask for extra credit.

**Late Work**

You will be able to submit one assignment, as late for full credit and after that all late assignments will be given half credit.

**Time Commitment**

As a general rule you should spend at least twice as much time outside of class as in class.

**Tips for Success**

One cannot learn all of the material by just reading the text. Practice is critical when learning new software and programming languages. Successful students read the upcoming material ahead of time. They participate actively in class. If you are struggling with any concept please come see my during office hours. The number one thing you can do is ask questions when you don't understand something.

**Technical Support**

For assistance with Canvas or related technical issues, please call 626-6499. This phone is staffed Mon-Thurs from 8am - 5pm and Fridays from 8 - 4:30pm. A message can be left during non-business hours for a return call. Alternatively, students can send an email message to wsuonline@weber.edu

If you are having technical issues related to usernames/passwords, please call the Service Desk at 626-7777, or email csupport@weber.edu.

**Accommodations for students with disabilities**

Any student requiring accommodations or services due to a disability must contact Services for Students with Disabilities (SSD) in room 181 of the Student Services Center. SSD can also arrange to provide course materials (including the syllabus) in alternative formats if necessary.

For more information about the SSD contact them at 801-626-6413, ssd@weber.edu, or departments.weber.edu/ssd

**Ethical Conduct**

Any form of academic dishonesty (cheating, plagiarism, etc.) will not be tolerated. Proof of academic dishonesty will result in a failing grade (E) for the course. The following is an explanation of cheating as stated in the student code.

1. Cheating, which includes but is not limited to:
	1. Copying from another student's test;
	2. Using materials during a test not authorized by the person giving the test;
	3. Collaborating with any other person during a test without authorization;
	4. Knowingly obtaining, using, buying, selling, transporting, or soliciting in
	whole or in part the contents of any test without authorization of the appropriate University official
	5. Bribing any other person to obtain any test;
	6. Soliciting or receiving unauthorized information about any test;
	7. Substituting for another student or permitting any other person to substitute for oneself to take a test.
2. Plagiarism, which is the unacknowledged (uncited) use of any other person’s or group’s ideas or work. This includes purchased or borrowed papers;
3. Collusion, which is the unauthorized collaboration with another person in preparing work offered for credit;
4. Falsification, which is the intentional and unauthorized altering or inventing of any information or citation in an academic exercise, activity, or record-keeping process;
5. Giving, selling, or receiving unauthorized course or test information;
6. Using any unauthorized resource or aid in the preparation or completion of any course work, exercise, or activity;
7. Infringing on the copyright law of the United States which prohibits the making of reproductions of copyrighted material except under certain specified conditions.

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