User Interface Design (Hybrid)
[3 credits]

IAD 3230

Class Meeting: **J-212**
M | W 11:15AM–12:05 PM
F (online mode)

UTTAM KOKIL

(Assistant Professor)

Department of TCID
RM J-323, Atrium Building
Kennesaw State University
1100 South Marietta Parkway
Marietta, GA 30060

Office hours (RM J-323)
M   12:15 – 13:15 PM
W   10:15 – 11:15 AM
and by appointment

Tel: 470-578-7203
E-Mail: ukokil@kennesaw.edu

Pre-requisites
IAD 2100, ICID 2002, IAD 3000

Required Textbook
None

Course Description
In this course students build on their knowledge of design theory by focusing on user interface design. This class will cover important user interface design principles–visual design, learnability, visibility, error prevention, and efficiency–in addition to touching on the human capabilities that motivate them–perception, motor skills, color vision, attention, and human error.

Course Objectives
At the conclusion of this course, students will be able to:
- discuss user interface design theories and principles.
- understand how to organize UI elements within screen design.
- interpret and apply usability and aesthetic principles in user interface design

Technical Requirements
- Cloud storage (oneDrive; dropbox)
- Computer and High Speed Internet Access
- Subscribe to student discounted Adobe Creative Cloud

Addressing the Faculty Member
Kindly address the course instructor respectfully by *Dr. Kokil* in your verbal and written mode of communication.

Course Policies - D2L
- Course materials and grades can be accessed on D2L.
- Your work must be submitted into the respective dropbox (D2L Assignment) on D2L by the due dates.
- You will receive class info via the "**Announcements**" section on D2L. You are required to read and follow the announcements.
- Weekly course materials will be uploaded in the "**Content**" area on D2L.

Course Requirements
You will be assigned various mandatory readings and assignments to complete from textbooks and other assigned resources. You are required to prepare the materials prior to each class meeting. Read announcements on D2L multiple times a week.

Communication
Over the course of the semester, we will be communicating via email, preferably via the D2L. The instructor will respond to a student's email message within 48 hours after the message is received. Feel free to see me during my office hrs or by scheduling an appointment, if you have any questions.

Grading Criteria

Your academic performance will be assessed by your Class Participation, Quizzes, Assignments and a Final Project. Refer to grading weightage on p 3 and its distribution on p 5 of the syllabus.

Behavior and Attitude

It is your responsibility to seek assistance with the instructor early, if you do not understand certain steps etc. It is highly recommended that you plan your work early, and ask questions in a professional way to allow the instructor sufficient time to get back to you. You will respond or speak to your peers and the instructor in a respectful and professional manner, without causing embarrassment to others. Please avoid any types of disruptive behaviors.

What is an assignment, quiz, and class participation?

An **assignment** provides the student an opportunity to apply the knowledge gained in new scenarios. Assignments are based on the theory and principles from book readings and other resources. You will showcase your understanding of the topics covered through your assignments in a creative manner and independently. You will complete three assignments (see course timeline on p. 6).

A **Quiz** is an essential method to test your understanding and proficiency of the topics covered in the classroom through the textbook and other additional resources presented. You will take three quizzes in all (see course timeline for details).

Your **participation**, whether individual or in group activities and discussions reflect your academic sincerity. You will receive full credits for:

(i)   in class discussions and for showing a positive attitude and collaborating with your peers, and the instructor

(i)   actively participating in all the 15 weekly online reflection summarizing your learning outcomes from each class meeting. Writing the weekly reflection is an important process that showcases the level of your maturity thinking and describes your learning activity of each lesson, lab, chapter, demo, lecture etc. It is essential to describe the "what, and how" of the knowledge gained, based on the current classwork, book readings, etc. Don't simply mention what has been covered during that week, but instead explain your learning experience and outcomes in details (e.g. concept or theory learned, how can it be applicable in interaction design context.) Your mandatory weekly reflection (min 300 words) is due on Fridays by NOON. For each reflection posting that is missed by the due date, 2 points will be deducted from class participation.

Grading Weightage

Final Project: 20%
All Quizzes: 30%
All Assignments: 35%
Reflection: 10%
Class Participation: 05%

Grades Explanation

A = Excellent   90-100%
B = Good   80-89%
C = Satisfactory   70-79%
D = Below Average   60-69%
F = Fail   0-59%

Attendance Policy

Your class attendance will be noted for reporting purposes to the KSU Bursar's Office, but may also indirectly count towards class participation grade. A class absence is not an excuse for not submitting a class assignment or quiz. It is your responsibility to find out aspects that you have missed during a class absence. You must always notify the professor by email if you are planning to be absent or sick. It disrupts the whole class when you arrive late. Kindly be on time for all the class meetings.

Student Work Submission Policy

The due-date for the quizzes and assignments will be communicated on D2L News when they are assigned. All work are due at the beginning of the class, as per the deadline stipulated in each assignment sheet. A work that is not submitted on **D2L** by the due date is considered late. A late submission will not be accepted for grading. Incomplete or non-functional work submitted into the dropbox (*D2L Assignment)* will jeopardize your grade. It is your responsibility to seek necessary assistance to complete your work prior to the due dates, and prior to (*D2L)* submission. Please do not submit your work by email attachment.

Excuses will not be entertained in the classroom. Make sure to carry your flash drive all the time and/or store your work in progress at a location you can access anytime (oneDrive). You will be required to show your work in progress during class time, else you may risk losing 5 points.

Dropbox (D2L Assignment)

Each assignment and project must be carefully labelled zipped as "LastName_Assignment#," zipped on a Mac computer, and then submitted submitted into the respective dropbox (**D2L Assignment).**

Basic Expectations: Guidelines
- Be respectful to your peers and the instructor.
- Respond to the **objectives** of each assignment (read each rubric/spec sheet provided).
- Make use of the iMac computers during class.
- Adopt a creative approach to solving questions.
- Be punctual and attend each class meeting.
- Adhere to deadlines.
- Read the weekly announcements on D2L prior to each class meeting and on a regular basis.
- The work continues online via D2L in the event of disruptions caused by inclement weather.
- Always make use of your D2L KSU email to contact the professor.
- Students will not submit substantially the same assignment for credit in more than one class.
- Show positive attitude in the classroom. Be professional in your approach. Ask and respond to questions in a professional manner.
- You should come prepared to every class session by reading the assigned chapters/articles (to be posted on D2L) and other required resources.
- Switch off your cellular phone in the classroom.
- Always ask questions, if in doubt, to seek clarification.
- Be prepared show your work in progress.
- Be responsible for your actions.
- The course continues online on Fridays.

Help Resources

For **D2L technical Support**, visit
http://uits.kennesaw.edu/index.php

KSU Writing Center

The KSU Writing Center helps students in all majors improve their writing. Experienced, friendly writing assistants help with topic development, revision, research, documentation, grammar, and more. For more information or to make an appointment, visit writingcenter.kennesaw.edu or stop by English Building, Room 242 (Kennesaw campus) or Johnson Library, Room 121 (Marietta campus).

University Policies

Academic dishonesty

Every KSU student is responsible for upholding the provisions of the Statement of Student Rights and Responsibilities, as published in the Undergraduate and Graduate Catalogs. Section II of the Statement of Student Rights and Responsibilities addresses the University's policy on academic honesty, including provisions regarding plagiarism and cheating, unauthorized access to University materials, misrepresentation/falsification of University records or academic work, malicious removal, retention, or destruction of library materials, malicious/intentional misuse of computer facilities and/or services, and misuse of student identification cards. Incidents of alleged academic misconduct will be handled through the established procedures of the Department of Student Conduct and Academic Integrity (SCAI), which includes either an "informal" resolution by a faculty member resulting in a grade adjustment, or a formal hearing procedure which may subject a student to the Code of Conduct's minimal one semester suspension requirement. For details, visit SCAI

Incomplete

Incomplete is attributed to a student only when he/she was doing satisfactory work but, for non-academic reasons beyond his or her control was unable to meet the full requirements of the course. Necessary evidence should be provided by the student when such request is made to the faculty member.

Plagiarism Policy

Committing plagiarism is considered an act of academic dishonesty and will be taken very seriously. Any instances where academic dishonesty is suspected will result in an automatic grade of a zero for all students involved. Further disciplinary action may be taken such as suspension or expulsion from the University.

Academic integrity is a serious matter, and any deviations from appropriate behavior will be dealt with strongly. Plagiarism is defined as the practice of taking someone else's work or ideas and passing them off as one's own. If you are unaware or uncertain on how to properly cite a particular source, please do not neglect to add the citation—that is considered plagiarism. Cheating will not be tolerated. In addition, if you are using materials (photo, writing) you do not own in your assignments, please include the source(s) to provide credit to the author(s).

Accommodating students with Disabilities

"A student at Kennesaw State University who has a disabling condition and needs academic accommodations has a responsibility to voluntarily identify him/herself as having a disability by scheduling an appointment with the Disability Services Coordinator as soon as possible."

Additional Resources

- KSU library resources

- USG Copyright Policy

- Confidentiality and Privacy Statement (FERPA)

- Sexual Harassment Statement

- Ethics Statement

- Counseling & Psychological Services

			weightage
FINAL PROJECT (20%)	Project		20%
ASSIGNMENTS (35%)	Assignment 1		10%
	Assignment 2		10%
	Assignment 3		15%
QUIZZES (30%)	Quiz 1		10%
	Quiz 2		10%
	Quiz 3		10%
PARTICIPATION (15%)	Class participation		5%
	Weekly Reflection		10%

NO CLASSES
- Jan 18, 2021 (Holiday)
- Mar 8–12, 2021 Spring Break

LAST DAY CLASS MEETING
- May 03, 2021

LAST DAY TO WITHDRAW
- Mar 03, 2021 (no academic penalty)

Disclaimer
This syllabus provides a general guideline for the conduct of this course. In case of deviations, students will be informed of all eventualities on D2L News section.

- Additional details and directions about daily class activities will be posted on D2L (Announcement) prior to each class meeting.

Timeline	Topics / Activities	Quiz/Assignment
Week 1	• Intro to Usability • 3 Goals of UX Design • Review Usability Goals lecture notes (PDF)	Assignment 1 (Due: Week 3)
Week 2	• User Diversity (Chapter 4) PDF • Universal Usability lecture notes (PDF)	
Week 3	• User Interface Design Guidelines (Heuristics) by Nielsen and Molich (1990) • Shneiderman's Eight Golden Rules • Guidelines, Principles and Theories [lecture notes]	Discussion forum #1
Week 4	• Read article titled "Evaluating an accessible web interface for older adults – the impact of mild cognitive impairment" by Haesner et al. (2015) PDF and respond to the questions on D2L discussion forum.	Assignment 2 (Due: Week 6)
Week 5	• Emotional Design Video • Read the essay "Attractive Things Work Better" by Don A. Norman • Read the article "Three levels of emotion processing" by Don Norman (PDF • ** Further readings** see page 7	Quiz#1
Week 6	• Read article "Antecedents of Emotional Experiences in Interactive Context" (Mahlke & Thuring, 2007) [PDF] • Discussion of Components of User Experience Model (Mahlke, 2008) [PDF]	
Week 7	• Read article "Multi-components of emotions in human-technology-interaction" (Mahlke & Minge, 2008) • Read article "Aesthetics and symbolic qualities as antecedents of overall judgements of interactive products" (Mahlke, 2006)	Assignment 3 (Due: Week 10)
Week 8	• UX Terms and definition lecture notes [PDF] • Insights of the definition of UX from contemporary UX experts	
Week 9	• Review the Apple Guidelines (wearable, tablet, mobile and desktop)	Quiz#2

Timeline	Topics / Activities	Quiz/Assignment
Week 10	• Class discussion: Review two case studies from the article <u>CHI_2018_Hofstede's Cultural Dimensions</u> • Compare design cultural metrics from two countries <u>http://www.juxtapose.labinthewild.org/</u> (Chrome browser)	
Week 11	• Interface Design Chapter 7 - <u>Designing for the medium - Navigation and wayfinding</u>	
Week12	• Modular Interface Design of Social Robots (CHI 2013 article) [PDF}	Quiz#3
Week 13	• Different types of interfaces [notes]	Final Project
Week 14	• Review <u>usability testing methods</u>	Final Project
Week 15	• Icons at the interface by Yvonne Rogers [pdf]	Final Project
Week 16		Final Project (Due)

Instructor reserves the right to change the agenda, if required

Additional References for further reading:

The concept of emotional design has been integrated into various research studies on user interface design:

- Desmet, P. M. A., & Hekkert, P. (2007). Framework of Product Experience. International Journal of Design, 1(1), 13-23.

- Norman, D. A. (2004). Emotional design: Why we love (or hate) everyday things. New York: Basic Books.

- Agarwal, A. & Meyer, A. (2009). Beyond usability: evaluating emotional response as an integral part of the user experience. In CHI EA'09 proceedings extended abstract on Human Factors in computing systems, pp. 2919–2930.

- Ethier, J., Hadaya, P., Talbot, J., & Cadieux, J. (2008). Interface design and emotions experienced on B2C websites: empirical Testing of a research model. Computers in Human Behior, 24 (6), pp. 2771–2791

- Silvennoinen, J.M., & Jokinen, P.P. (2016). Appraisals of salient visual elements in web page design. Advances in Human-Computer Interaction, volume 2016, Article ID 3676704.