

DES 4810-001 -- 3 Credit Hours

Time: **We / 09:40AM-12:40PM**

Location: **Zoom**

Intro to Digital Product Design Spring 2021

Instructor: Alex Strawn astrawn@adobe.com

Office Hours by Appointment: Slack

Course Objective

Help students to design digital products by becoming problem-centric designers who focus on research, innovation, iteration, testing, and visual design in order to create experiences that solve complex problems.

Grading

Homework: 20%

Attendance: 15%

Projects: 65%

Homework: When homework is assigned students will be asked to talk about their homework in class and turn in the assignment via slack. Homework is graded by a complete or incomplete.

Attendance & Punctuality: Attendance will be taken by me seeing your face on zoom. Students are allowed **one excused absence** from the class, more than one absence requires a conversation. For excused absences students need to communicate to me via slack the reason for their absence including a note from a doctor or another professor for a class trip excusal. After one excuse absence, you will be docked one point from your attendance percentage of your grade. If you are running late to class, please let me know via slack. This class will not be successful without your participation. Students are required to be involved and respectful in group critiques and feedback sessions.

Projects: Project grading and requirements are outlined below. However the projects will be slightly adjusted based off of our progress in class. Changes to the project requirements will be communicated via slack.

Late or Missing Assignments: Students are expected to turn in all assignments on time. Failure to do so will result in points deducted from the assignment and a conversation around why the assignment was late or missing.

The Virtual Classroom: Students are expected to attend each class at the designated time via Zoom. There will be allotted breaks for students to do whatever they need off camera. If a student

does not have the equipment needed to attend class virtually students will be expected to contact me immediately.

Important dates:

Jan 29: Last day to add, drop (delete), audit, elect CR/NC.

Feb 12: Last day to withdraw from class

March 10: Independent work time, no class

Final presentation: Tentatively scheduled for April 28th

Section 1: UX Design Principals

Students will learn why user experience design is fundamental to creating seamless services, systems and products. With that understanding we will focus on digital product design to better understand the core principals of UX and what UI elements make up those principals.

Project 1- UX Design Principals

For Project 1 students will choose an existing web app and re-draw it in XD identifying key UI elements and their function. Then students will show one solution for how you could improve upon that app by improving on a lacking UX core principal. Students will have to show xd files to prove that the app has been drawn completely.

Project Requirement:

In XD draw at least 3 screens that illustrate the new solution that have added to improve upon the existing app. The improvement must be a new feature not just an improvement in functionality. Must be able to talk about the function of each of the elements.

(Replicate & Annotate) — Rubric 150

Accuracy of XD drawing	25 points
Displaying 3 states	35 points
Annotating UI Elements	35 points
Apply UX principal changes	35 points
Overall Presentation	20 points

Section 2: Understanding the problem

In this section students will embark on the discovery and understand phase of the product design process. Students will learn how to create personas, and tools that allows them to better understand user problems. With these methods students will learn the difference in problem hypothesis

statements and problem statements and discover how to use those problem statements as a guiding light for the next section of the course – solving the problem.

Project 2- Discover and Understand the Problem

Based off of a persona of the students choosing they will present a problem hypothesis that solves a problem not currently being solved effectively for that persona. Once students have identified this problem they will write a problem hypothesis, conduct research and present on how they turned a problem hypothesis into a validated problem statement.

Project Requirements:

In XD present user persona, problem hypothesis, methods used for discovery and understanding the user problem and final problem statement.

Discover & Understand – Project 2 – Rubric -200

Persona	30 points
Problem Hypothesis	30 points
Discovery & Understanding research methods	50 points
Final problem statement	20 points
Applied criticism	35 points
Overall Presentation	35 points

Section 3: Solving the Problem

Students will go through the final steps of the product design process by creating a designed solution using Adobe's Spectrum UI framework. In this section students will learn about wireframing, information architecture, prototyping, usability testing and how to implement a style guide.

Project 3- Design

Students will present a designed solution to the problem they have identified in Project 2 using the tools and processes that they have learned during the course. The new proposed design will also need to implement Adobe's Spectrum UI framework.

Project Requirements:

Presentation in XD should include a summary of how students arrived at the problem statement, research conducted, wireframes created, and final design of solution in Spectrum.

Design – Project 3 – Rubric - 350

Compelling discovery process, persona development	25 points
Applied feedback throughout design process	100 points
Research & Testing	75 points
Wireframes	50 points
Visual design	50 points
Overall Presentation, Compelling Story	50 points

Course outline

Week 1 – What is UX, Intro to Virtual Classroom, Intro to Course, Learning a new language, Systems not solutions, Tools of the trade

Week 2 – UI Elements (Atomic Design System)

Week 3 – Principles of UX Design, Project 1 introduction

Week 4 – Project 1 final presentations, Product design process. Persona Introduction

Week 5 – Persona Scripts, discovering a problem, developing a problem hypothesis.

Week 6 – Tools to understand strengthen your problem statements: Market Research Affinity Mapping, etc.

Week 7 – Ideation and Insights

Week 8 – Project 2 presentations

Week 9 – Information Architecture, site maps, user flows, Narratives, Wireframes

Week 10 – Independent work time

Week 11 – Wire-framing, Information Architecture and Prototyping

Week 12 – User Testing vs: Usability Testing, Applying a Style guide

Week 13 – Working with ENG guest lecture

Week 14 – Project 3 rough draft presentation

Week 15 – Project 3 final presentation to Adobe design team.

University Policies

The Americans with Disabilities Act.

The University of Utah seeks to provide equal access to its programs, services, and activities for people with disabilities. If you will need accommodations in this class, reasonable prior notice needs to be given to the Center for Disability Services, 162 Olpin Union Building, (801) 581-5020. CDS will work with you and the instructor to make arrangements for accommodations. All written information in this course can be made available in an alternative format with prior notification to the Center for Disability Services.

University Safety Statement.

The University of Utah values the safety of all campus community members. To report suspicious activity or to request a courtesy escort, call campus police at 801-585-COPS (801-585-2677). You will receive important emergency alerts and safety messages regarding campus safety via text message. For more information regarding safety and to view available training resources, including helpful videos, visit safeu.utah.edu.

Addressing Sexual Misconduct.

Title IX makes it clear that violence and harassment based on sex and gender (which includes sexual orientation and gender identity/expression) is a civil rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, color, religion, age, status as a person with a disability, veteran's status or genetic information. If you or someone you know has been harassed or assaulted, you are encouraged to report it to the Title IX Coordinator in the Office of Equal Opportunity and Affirmative Action, 135 Park Building, 801-581-8365, or the Office of the Dean of Students, 270 Union Building, 801-581-7066. For support and confidential consultation, contact the Center for Student Wellness, 426 SSB, 801-581-7776. To report to the police, contact the Department of Public Safety, 801-585-2677(COPS).

COVID-19 Campus Guidelines.

Students are required to self-report if they test positive for COVID-19.

To report, please contact:

COVID-19 Central @ The U

801-213-2874

coronavirus.utah.edu

To reduce the spread of COVID-19 on campus, face coverings are required in all in-person classes for both students and faculty. Based on CDC guidelines, the University requires everyone to wear face coverings in shared public spaces on campus. If you repeatedly fail to wear a face covering in class, you may be referred to the Dean of Students for a possible violation of the Student Code.

Some courses may require attendance due to hands-on coursework. Please read the syllabus and attendance requirements for the course thoroughly.

Some students may qualify for accommodations & exemptions from these guidelines through the Americans with Disabilities Act (ADA). Accommodations should be obtained prior to the first day of class.

If you believe you meet these criteria, contact:

Center for Disability & Access

801-581-5020

disability.utah.edu

162 Union Building

200 S. Central Campus Dr.

Salt Lake City, UT 84112