ARTG 4336

Graphic Design 8 Interactive User Interface + Experience Design

CRN: 26169 | SPRING 2023

Instructor: Alireza Vaziri Rahimi - avaziri@utep.edu
Office hours: Monday & Wednesday, 12:30 - 1:30pm
Office room: FOXA 461
Course meeting location: FOXA 4349B
Course meeting times: Monday & Wednesday, 4:30pm - 7:20pm

COURSE DESCRIPTION

UX/UI designers focus on the interaction that people have with products, like websites, apps, and physical objects. They make those everyday interactions useful, enjoyable, and accessible .During this course, students learn about the design process, including research, ideation, and forming a design problem into wireframes, prototypes, and usability testing. The class structure is a mix of lectures, design activities, presentations, and critiques of student work by peers and the instructor. Students will learn UI/UX skills that are in demand and will make them job-ready within a semester.

COURSE OBJECTIVES

Students will develop the necessary skills to analyze case studies, communicate and discuss design principles and guidelines related to interactive design, and practice design thinking as applied to digital products. Furthermore, this course will enhance their ability to find design problems, think creatively, plan ahead, and manage their time. Through a series of lectures, discussions, in-class design practice, and assignments, students will explore the role of UI/UX designers. Following the spirit of design thinking, they will spend part of the class time designing, critiquing, and sharing feedback. In this course, they'll complete two projects that they'll be able to include in their portfolio.

STUDENT LEARNING OUTCOMES:

On the successful completion of this course, students will be able to:

1. Explain basic concepts, techniques, and knowledge of interaction design.
2. Critically discuss common methods in the UI/UX process.
3. Use visual thinking and communication techniques to develop design concepts.
4. Create personas, user stories, and user journey maps to understand user needs.
5. Explore current tools and trends in UI/UX design.
6. Develop critiquing skills to analyze interaction design artifacts and products.
7. Identify the factors that contribute to great user experience design.
8. Formulate necessary components for presenting UX design project.
9. Develop digital wireframes and Design a low and High fidelity prototype in Figma.
10. Start designing a website + mobile app, to include in a professional UX portfolio.

EVALUATION

Your final grades will be posted on Blackboard and will be determined by the following:

10% Attendance & Participation
40% Weekly Assignments
25% Project 1
25% Project 2

You will be evaluated on:
The level at which you meet or exceed class expectations.
The level of care and research you demonstrate regarding your design process—this could include sketches, exploration of different approaches, your response to and use of constructive criticism, etc.
Your ability to communicate your ideas and projects in a clear, professional manner.
Your demonstrated understanding of user interface and user experience design principles.
How prepared you are for class (including meeting deadlines).
The quality of your participation in class discussions, presentations and critiques.

GRADING SCALE

Grade Distribution:
%100-90 = A %89.9-80 = B %79.9-70 = C %69.9-60 = D %59.9 and Below = F

A
B Outstanding work and is reflective of works and performance of exceptional ability and absolute quality.
C Above average performance, going beyond expectations.
D Average and adequate work that fulfills requirements and expectations.
F Less than average performance and is considered underachieved.
Unsatisfactory performance. The student will receive no credit. (Fail)

Graphic Design 8: Interactive is a grade-based course and is not available for audit, pass/fail or satisfactory/un-satisfactory (S/U) options.

COURSE TOPICS BY WEEK

**Weekly topics subject to change based on course progression.

Week 1: Interaction design?!
Week 2: Understanding Usability Principles+Design Patterns
Week 3: Design Tools, Wireframing
Week 4: Emotional Design
Week 5: Color & Typography
Week 6: Cognitive Load
Week 7: Affinity Mapping
Week 8: UX Research Processes
Week 9: High-fidelity prototype
Week 10: CRUD & Microinteractions in UI
Week 11: Usability Testing
Week 12: UX Presentation
Week 13: Critique & Studio
Week 14: Review + Potential Guest Speaker
Week 15: Final Project Presentation

RESOURCES

Books

There is no textbook for this course, however there will be a number of readings assigned throughout the course, and here are some recommended books, videos and articles:

Design of Everyday Things
Change by design
Well-Designed: How to Use Empathy to Create Products People Love
Listen like you mean it: Reclaiming the Lost Art of True Connection
Solving Problems with Design Thinking: Ten Stories of What Works
Problem Finding, Problem Solving, and Creativity
Are Your Lights On?: How to Figure Out What the Problem Really Is
Universal principles of design
Ruined by Design: How Designers Destroyed the World, and What We Can Do to Fix It
Mismatch: How Inclusion Shapes Design (Simplicity: Design, Technology, Business, Life)
Prototyping for Designers: Developing the Best Digital and Physical Products
Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems

Movies and documentaries (more generic on creativity and other design disciplines)

The Social Dillema
Sign painters
Abstract, the art of design
The creative brain
PressPausePlay
Objectified
Design disruptors
Design & Thinking
Design the new business
The loop

Articles

1. The Ultimate Guide to Understanding UX Roles and Which One You Should Go For
2. Design Patterns: When Breaking The Rules Is OK
3. Why a cookie-cutter design system won't work for your organization
4. Overcoming Material Design
5. The Case Against Using Bootstrap To Design Websites
6. Design for Emotion to Increase User Engagement
7. A Five-Minute Guide to Better Typography
8. Five Sneaky Typography Errors to Avoid
9. 5 online typography exercises to improve your skills
10. A Guide to Combining Fonts
11. Typography 2020: A Special Listicle for America
12. Who was Garamond, anyway? The history behind 5 classic typefaces
13. Affinity Diagrams: Tips and Tricks
14. Design Thinking Methods: Affinity Diagrams
15. On Surveys
16. Paper Prototyping: The 10-Minute Practical Guide
17. 8 Creating Usability with Motion: The UX in Motion Manifesto
18. How to Get Users Hooked on Your Interfaces
19. Never Show A Design You Haven't Tested On Users
20. How to Write a Usability Report People Will Actually Read

WEEKLY ASSIGNMENTS

Assignments

We have assignments every week. Please post all homework assignments to their section on Blackboard. Each student is expected to engage in class discussions when projects are assigned. This counts towards your class participation grade. The reading comments should reflect points you found particularly interesting and useful--for instance because you found them provocative, you disagree with them, you think they relate to your own project in a good way, etc.

Late Work Policy

There'll be a penalty for each day the work is late.

Incomplete Grade Policy

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed within deadlines.

Atendence

Think of this class as part of your professional path and keep in mind that you would not fail to report to work without giving appropriate notice. You are responsible for finding out what you missed in a class by referring to the syllabus. Group activities and class participation grades both rely on attendance. We will do individual and group activities in class each week. Missing a significant number of classes, or class disruptions will result in a deduction from the course grade.

Students must be on time for class, each student is permitted 4 absences during the semester without penalty. On your fifth absence, your final course grade will be lowered by **one full letter grade**, meaning if you had an A, the highest grade you can receive is a B. **Your sixth absence will result in a failing course.** There are no exceptions to this policy. The only excused absences—illness, death in the immediate family, or participation in UTEP-organized mandatory activities—must be accompanied by a note from the UTEP Student Health Center, another health care provider, or UTEP faculty/coach.

Technology requirements

Course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. When having technical difficulties, update your browser, clear your cache, or try switching to another browser. If we are obligated to lock down again due to COVID, the course content will be delivered for the most part via the Internet through email, Zoom and Blackboard.

You will need to have access to a computer/laptop. Check that your computer hardware and software are up-to-date and able to access all parts of the course. You also need to have access to Image creation software such as Adobe Creative Suite (Photoshop / Illustrator) and digital layout/prototyping software such as Figma.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you! Email: helpdesk@utep.edu

COVID-19 PRECAUTIONS

You are encouraged to wear a face covering at all times while on campus, especially indoors and during class. Masks should fit securely over the mouth and nose. You are also encouraged to wash your hands frequently, or use a hand sanitizer. Hand sanitizer stations are available throughout Fox Fine Arts, and sanitizer is always available in the Graphic Design Lab lobby. When using the computer lab, wipe down the keyboard before and after use. Cleaning materials will be available in the lab. Do not come to class if you are sick. Seek medical attention and stay home. This policy applies to any contagious illness including COVID and seasonal flu. Be aware that Information missed during an absence is the sole responsibility of the student. It is the student's responsibility to stay current with missed work and assignments, and to stay in contact with the instructor regarding health status, recovery, and anticipated return to class. Use your UTEP email account to stay in contact. THE UTEP PROVOST OFFICE HAS ALSO PROVIDED THE FOLLOWING COVID-19 PRECAUTION STATEMENT: Please stay home if you have been diagnosed with COVID-19 or are experiencing COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, so that we can work on appropriate accommodations. If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. The Student Health Center is equipped to provide COVID-19 testing. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of Miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes.

ACADEMIC CALENDAR - SPRING 2023

Oct 24th Spring Registration Begins
Jan 5th Last Day to Clear Students on Suspension/Probation as well as those with Insufficient Prerequisites
Jan 6th Drops for Students with Unsatisfactory Academic Standing, Insufficient Prerequisites, and Prior Grades of C in the Course
Jan 9th Financial Aid is Disbursed
Jan 17th Spring classes begin
Jan 17th-20th Late Registration (Fees are incurred)
Feb 1st Spring Census Day - Note: This is the last day to register for classes.
Feb 17th Graduation application deadline for degree conferral
Mar 13th-17th Spring Break
Mar 30th Spring Drop/Withdrawal Deadline
Apr 14th Deadline to submit candidates' names for commencement program
May 4th Spring – Last day of classes
May 5th Dead day
May 8-12th Spring Final Exams
May 13th-14th Fall Commencement
May 18th Grades are posted to student records; students are notified of grades and academic standing

ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the CASS portal: https://www.utep.edu/student-affairs/cass/

ACADEMIC CONDUCT

While there is a very small place in the industry for the use of stock photography, imagery and code, as a designer you are hired on your ability to create visual content, not use content created by others. There aren't any legitimate design jobs for designers who use the work of others either claiming it as their own or using it because you don't want to create your own. If all designers had to do was buy or steal the work from others, why would anybody need a designer? In this class, this means that all imagery used during the semester must be your own or supplied by me. If I suspect that you have copied the work of others, I will ask to see your original sketches and digital files. If you find work that is listed as creative commons, technically you are free to use it if you cite the original author, but again, you are designers and you are the content generators. There are tons of repositories and tutorials out there available to you. However, you should never simply cut and paste the code, image, slogan, illustration and etc and say it's your design. Plagiarism and cheating of any kind in the course of academic work will not be tolerated. Academic honesty includes accurate use of quotations, as well as appropriate and explicit citation of sources (including all images). These standards of academic honesty and citation of sources apply to all forms of academic work (written, visual, and presentation). Compromising your academic integrity may lead to serious consequences, including (but not limited to) one or more of the following: failure of the assignment, failure of the course, academic warning, disciplinary probation, suspension, or dismissal from the university.

Students must receive prior permission from instructors to submit the same or substantially overlapping material for two different assignments (including from different courses). Submission of the same work for two assignments without the prior permission of instructors is plagiarism.

View the full code of academic conduct at http://www.utep.edu/dos/acadintg.htm

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INSTRUCTOR INTRODUCTION

Alireza Vaziri is a designer, creative director, and educator. He is a member of the American Institute of Graphic Arts (AIGA) and has been an assistant professor at the University of Texas at El Paso since 2021. He earned his MFA in Design from the University of California, Davis and his BFA in Design from the Tehran University of Art. He has received some prestigious design awards and his work has been featured in numerous exhibitions, books and museums around the world such as the Center for Contemporary Art, London International Creative Competition, Goethe-Institute, Graphis Magazine and etc.

www.vaziri.studio

> *"I believe Design is a way of changing the world to be a better place. A better world may have a different definition for different people: perhaps an ergonomic chair or an interface for a pioneer application, each can make one's world a better place to live in. As designers, we have a responsibility to our society, and we should welcome challenges and mainly confront the inner voices telling us to "just mind yourself." As per the legendary Persian poet Rumi: "I came to you without 'me,' so come to me without 'you'."*

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