

USABILITY AND MULTIMEDIA DESIGN

syllabus online @ tinyurl.com/721fall17



Introduction

Welcome to Fall 2017 semester! Whether creating the newest app, an interactive kiosk or an entire Web presence, excellent, usable and understandable design is central to a communicator's success. Usability and Multimedia Design combines the basics of visual layout with several strategies for building and testing interfaces.

This course is about being a knowledgeable journalist, a media artist, an informed designer and an innovator. Passion for ethical communication and creativity are essential to your success. Understanding users and their behaviors will lead you to becoming an effective creator of digital products. This work opens many possibilities, some of which we are yet to discover. The goals of this class, therefore, are to familiarize you with usability, UI and UX design concepts and allow you opportunities to experiment, create and explore.

The essentials

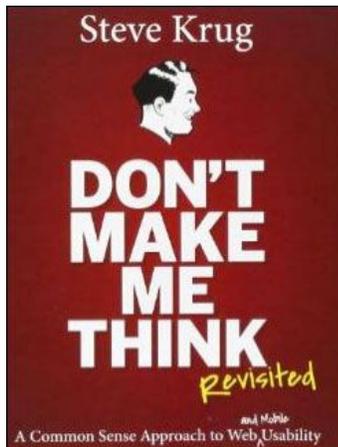
- Instructor: Associate Professor Laura Ruel, Carroll 78, 919-448-8864, lruel@unc.edu
- Office hours: Wednesdays, 10 a.m. to Noon, and by appointment
- Instructor availability: If you have questions or need clarification, email is the best way to reach me. I will respond to your email within 24 hours during the week and within 48 hours on weekends.

Required supplies

Book: Don't Make Me Think Revisited: A Common Sense Approach to Web and Mobile Usability (copyright 2014) by Steve Krug.

Software: Access to Adobe Creative Cloud is available to all UNC students with an onyen.

<http://software.sites.unc.edu/adobe/>



Recommended items

USB memory stick (1G minimum) or portable hard drive to save and backup your work. Please be aware that you are responsible for backing up your own work.

Sketchbook for tracking ideas, storyboarding class projects and brainstorming

Other materials: You also will want access to Lynda.com training library for the semester, which you can access free as a UNC student. by going to <http://software.sites.unc.edu/lynda/>.

Much of the reading material for this class is through online links and videos.

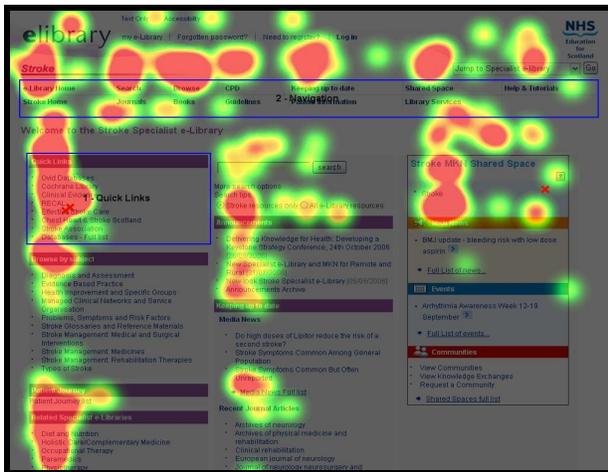
Description

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML - vals&comps>

No single course could possibly give you all of these values and competencies, but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on the last six bullet points under "Professional values and competencies" in the link above. This course will introduce you to the basics of design and help you develop expertise in their application. They are:

- Usability
- Innovation
- Audience analysis
- Information editing
- Information architecture
- Aesthetic presentation



Eyetracking technologies, results pictured above can be used to assess the effectiveness of an interface and design. We will study this technologies in this course.

By reading, viewing and discussing the writings and works of UX professionals, journalists, artists, Web developers, photographers, usability experts, graphic designers, educators and researchers you will deepen your appreciation for each distinct media form. By examining the latest eyetracking research and conducting a usability test, you will assess the practical application of concepts. Through original creations and exercises, you will work to expertly integrate all this knowledge into well-designed packages.

Important policies

Simply put, deadlines are absolute. All assignments are due as stated on the course calendar (see page 8). **NO LATE ASSIGNMENTS WILL BE ACCEPTED.**

Discussion board participation

This semester, there will be four required discussion boards ([details here](#)). Discussion boards will consist of providing thoughtful, meaningful feedback about your classmates' assignments. You should base the content of your critiques on your understanding of the readings related to each assignment and on thoughts you had when completing the assignment yourself.

You will be required to provide feedback for three other classmates in your critique group (below). For your fourth discussion board (about the usability test assignment), your group will provide one consolidated feedback post to the group you are matched with. Only one post per group will be required for this discussion board.

At the start of each discussion session, every class member must start a thread on the discussion board posting their final work for that week's assignment. In the case of the usability test assignment, one group member should post the final report for their group and one group member should post the feedback for their partner group.

Of course, you always are welcome to provide feedback about other classmates' work as well. However the minimum requirements are noted [here](#).



Friday discussions

There also will be a wrap-up discussion prompt about the assignment that week posted on the Friday morning of each discussion week. You will want to offer at least one comment to this prompt.

However, if you attend the synchronous session that corresponds with that week's assignment, you will be exempt from the Friday discussion board that week. Those who cannot attend the sessions will have access to (and must watch) the recording of the session. As stated above, they also must reply to the prompt posted that Friday morning.

Synchronous sessions

There will be six synchronous sessions this semester. They will take place on Thursdays from 7:30–8:20 p.m. You are not required to attend these sessions, and attendance will not affect your final grade. However, if you DO attend, you will be exempt from the Friday discussion board that takes place after four of the synchronous session. As stated above, those who cannot attend the sessions will have access to (and must watch) the recording and also must reply to a prompt on the discussion board on the Friday after the synchronous session.

Biweekly UI challenges

I firmly believe that the one way to improve as a designer is to problem solve and create solutions to visual challenges. Therefore, every other Monday throughout the semester you will be presented with UI challenges to solve. These challenges may be as simple as re-designing an airline boarding pass or a screen-saver clock. But, implicit in these challenges is understanding your users and their behaviors. As the semester progresses, you will get better and better at solving and designing solutions for these challenges. You will receive this challenge in the form of a class announcement on Sakai and via email.

You will use web.unc.edu to create a Wordpress site to house your solutions to these challenges.. By the end of the semester, you will have a collection of UI challenges that demonstrate your keen understanding of user behavior, problems and solutions.

More details on how to setup your site are provided [here](#).

Grading

You are graded according to the highest professional standards. Your assignments will be evaluated according the rubrics distributed with assignments. The breakdown for your final grade in percentages is:

- 63% or below = F
- 64–72% = L
- 73–95% = P
- 96–100% = H



Understanding the user experience can provide direction in creating your design.

Grading components

- Biweekly UI challenges: 10% of final grade
- Discussion board: 10% of final grade
- Personas assignment: 10% of final grade
- Structure assignment: 10% of final grade
- Storyboard assignment: 15% of final grade
- Usability test assignment: 15% of final grade
- Final project: 30% of final grade

Specific rubrics for each assignment will be provided at the time each project is distributed.



Bug Bash by Hans Bjordahl

Copyright 2005 Hans Bjordahl

<http://www.bugbash.net/>

Grading criteria

There are basic expectations that any supervisor or project manager would have for a project undertaken by a UI or UX designer or usability specialist. All of your assignments must meet the following minimum basic standards:

- completed according to the assignment specifications.
- completed on time.
- free of typographical, grammatical and mechanical errors.

- completed so as to evidence a clear grasp of multimedia production and usability standards and design concepts.

Your assignments also will be evaluated for:

- audience analysis and personas.
- news value.
- presentation editing decisions.
- architecture of information presentation.
- aesthetic design choices.
- creativity and innovation.
- usability.
- written justifications and explanations of design decisions.



Your usability test (partner/group assignment) also will be evaluated for:

- quality of the user test script and testing materials.
- interpretation of test results.
- clarity and focus of written usability report.
- effectiveness of usability test results presentation.

Honor code

It is expected that each student in this class will conduct him/herself within the guidelines of the Honor System (<http://honor.unc.edu>). All academic work should be done with the high level of honesty and integrity that this university demands. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please feel able to see the course instructor, speak with the senior associate dean of graduate studies in this school, and/or speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking help

If you need individual assistance, it is your responsibility to contact the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem, whether the problem is difficulty with course material, a disability or an illness. Please feel able to contact the course instructor as soon as you perceive any warning signs of things that might adversely affect your class performance or final grade.

Diversity

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2017-2018 UNC Bulletin at <http://catalog.unc.edu/about/introduction/>. In addition, the School of Media and Journalism also has its own policy that can be found here: <http://www.mj.unc.edu/diversity-and-inclusion>. UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.

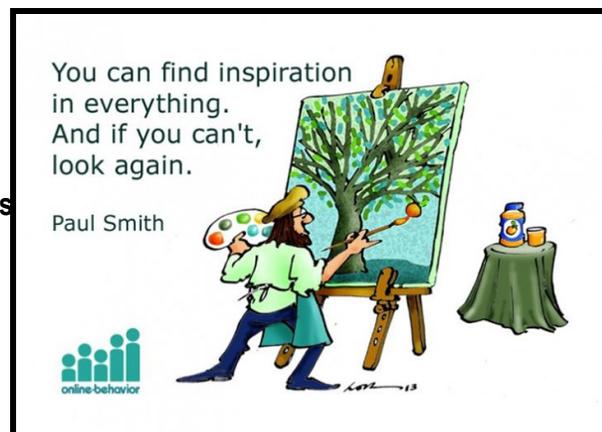
In this course, you are encouraged to represent diverse populations, diverse viewpoints, and diversity of perspective in your own work. You are also asked to be sensitive to the various backgrounds, perspectives, origins, and situations represented by the students in the course, the students, faculty, and staff at this university, and the residents of this state.

Special needs

The University of North Carolina – Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities.

All accommodations are coordinated through the Accessibility Resources and Service (ARS) Office. In the first instance please visit their website at <http://accessibility.unc.edu>, call the office at 919-962-8300, or email accessibility@unc.edu. A student is welcome to initiate the registration process at any time. However, the process can take time. ARS is particularly busy in the run-up to finals and during finals. Students submitting self-ID forms at that time are unlikely to have accommodations set until the following semester.

Please contact ARS as early in the semester as possible.



Course Calendar *(subject to change)*

MEJO 721 CLASS CALENDAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20 Aug 2017	21	22 FDOC	23	24 7:30-8:20 pm Sync session	25	26 READING DAY
27 READING DAY	28 • First module video posted. Bi-weekly UI due	29	30	31	1 Sep	2
3	4 Persona assignment due <i>Weekly UI assigned</i>	5 Noon: DISCUSSION → →	6 →- → → → →	7 Noon: discussion closes 7:30-8:20 pm Sync session	8 10am-7pm: Discussion for those who did not attend sync session	9 READING DAY
10 READING DAY	11 Second module video posted. Bi-weekly UI due	12	13	14	15	16
17	18 Structure assignment due <i>Weekly UI assigned</i>	19 Noon: DISCUSSION → →	20 →- → → → →	21 Noon: discussion closes 7:30-8:20 pm Sync session	22 10am-7pm: Discussion for those who did not attend sync session	23 READING DAY
24 READING DAY	25 • Third module video posted. Bi-weekly UI due	26	27	28	29	30
1 Oct	2 Storyboard assignment due <i>Weekly UI assigned</i>	3 Noon: DISCUSSION → →	4 →- → → → →	5 Noon: discussion closes 7:30-8:20 pm Sync session	6 10am-7pm: Discussion for those who did not attend sync session	7 READING DAY
8 READING DAY	9 • Fourth module video posted. Bi-weekly UI due	10	11	12	13	14
15	16 <i>Weekly UI assigned</i>	17	18	19 FALL BREAK *** *****	20	21
22	23 Usability reports assignment due Bi-weekly UI due	24 Noon: DISCUSSION → →	25 →- → → → →	26 Noon: discussion closes 7:30-8:20 pm Sync session	27 10am-7pm: Discussion for those who did not attend sync session	28 READING DAY
29 READING DAY	30 <i>Weekly UI assigned</i>	31	1 Nov	2	3	4
5	6 • Fifth module video posted. Bi-weekly UI due	7 6-8 pm: Office hours to discuss final projects	8 Noon-2pm: Office hours to discuss final projects	9 7:30-8:20 pm Sync session	10 10am-7pm: Discussion for those who did not attend sync	11
12	13 Noon-2pm: Office hours to discuss final projects	14 6-8 pm: Office hours to discuss final projects	15	16	17	18
19	20	21	22	23 THANKSGIVING* *****	24	25
26	27	28	29	30	1 Dec	2
3	4	5	6 LDOC Final projects due at 8 a.m.	7 ONE-ON-ONE FEEDBACK APPOINTMENTS <i>with Professor Ruel sign-ups to com</i>	8	9 → →
10 ONE-ON-ONE FEEDBACK APPOINTMENTS → →	11	12	13	14	15	16

Week-by-week topics, readings, viewings *(subject to change)*

Section	Week beginning	Topic
Orientation Days	Sunday, August 20	<p>Introduction to the course</p> <ul style="list-style-type: none"> ● Synchronous session 7:30–8:20 p.m. on Thursday, 8/24 ● Set up your Weekly UI site ● Place URL for Weekly UI site here ● ViewTime Well Spent <i>(3 minute video)</i> https://vimeo.com/maxstossel/timewellspent <p>Biweekly UI</p> <ul style="list-style-type: none"> ● Assignment linked here
PART ONE	Sunday, August 27	<p>Topics</p> <ul style="list-style-type: none"> ● Understanding users and building personas <p>Readings/viewings (to complete by the start of Week 2, August 28)</p> <ul style="list-style-type: none"> ● Complete student survey ● Watch: Tony Fadell: The first secret of design is ... noticing - TED.com ● Watch: Choice, Happiness and Spaghetti Sauce ● Listen: Engaging with compassion with Eric Meyer from UX Podcast ● Read: The UX of Learning is Broken ● Read: Is this my interface or yours? ● Read: The origin of personas ● Read: Personas: The Foundation of a Great User Experience ● Read: A Closer Look at Personas: What they are and How They Work (Part 1) ● Read: A Closer Look at Personas: A Guide to Developing the Right Or (Part 2) ● Read: User Personas for Mobile Design and Development ● Read: Defining And Applying Personas to UX Design ● Read: Capturing the Passion: Refreshing BBC Sport User Personas ● Read: How to Create UX Personas ● Read: Five Steps to Create Personas With Real Life Data ● Read: Best Practices on Creating Effective Personas on Medium ● Read: How User Personas Can Improve Your SEO Strategy ● Read: Getting Inside Your Users' Heads: 9 Interviewing Tips <p>Distribute Persona assignment (on Monday 8/28).</p>

<p>PART TWO</p>	<p>Sunday, September 10</p>	<p>Topics</p> <ul style="list-style-type: none"> ● Getting Organized: Card sorting, structure, customer journey maps, flowcharts <p>Readings/viewings (to complete by the start of Week 4, Monday, Sept 11)</p> <ul style="list-style-type: none"> ● Watch: The surprising habits of original thinkers ● Watch: How giant websites design for you (and a billion other people) ● Read: All You Need to Know About Customer Journey Mapping ● Read: Wonder What Content to Create? Try a Customer-Journey Map ● Read: Customer Journeys and Omnichannel User Experience ● Read: How to Find Buried Treasure Using Experience Maps ● Read: How to Create a Customer Journey Map ● Read: Stop Designing Pages And Start Designing Flows ● Read: Web Style Guide: Chapter 3: Information Architecture ● Read: Beyond wireframing: The real-life UX design process ● Read: Creating Arrows and Arrowheads in Illustrator CS6 (just be sure you are familiar with these tools) <p>Distribute:</p> <ul style="list-style-type: none"> ● Structure assignment on 9/11. <p>9/4 biweekly UI (due 9/11)</p> <ul style="list-style-type: none"> ● Assignment provided via class announcement and linked here..
<p>PART THREE</p>	<p>Sunday, September 24</p>	<p>Topics</p> <ul style="list-style-type: none"> ● Aesthetic design and presentation <p>Readings/viewings (to complete by the start of Week 6, Monday, Sept 25)</p> <ul style="list-style-type: none"> ● Watch: Lynda.com tutorial: Illustrator CC for Web Design: Core Concepts with Justin Seeley (Note: This is a 1 hour, 33 minute tutorial) ● Watch: Design Aesthetics for Web Design with Sue Jenkins (Note: This is a 2 hour, 5 minute tutorial.) ● Read: Productive Web Design With... Adobe Illustrator? By Vincent Le Moign ● Review: Web Design Glossary ● Read: Minimalist Design Is Taking Over: Here's Why ● Interact: Color, Contrast and Dimension in News Design ● Interact: Color in Motion ● Read: 35 Powerful Photos That Tell A Story ● Read: 10 Tips for Turning Photos into Powerful Stories ● Watch: David Griffin: How photography connects us ● Read: I Love Typography: An Interview with Ellen Lupton ● Read: 8 Simple Ways to Improve Typography In Your Designs

		<ul style="list-style-type: none"> ● Watch: Matthew Carter: My life in typefaces ● Read: Wireframing, Testing and Tools <p>Distribute:</p> <ul style="list-style-type: none"> ● Storyboard assignment on 9/25. <p>9/25 biweekly UI (due 10/2)</p> <ul style="list-style-type: none"> ● Assignment provided via class announcement and linked here.
<p>PART FOUR</p>	<p>Sunday, October 8</p>	<p>Topics</p> <ul style="list-style-type: none"> ● User testing ● Research and design <p>Readings/viewings (to complete by the start of Week 8, Monday, October 9)</p> <ul style="list-style-type: none"> ● Read book: Don't Make Me Think by Steve Krug ● Listen: Screen Space: Usability & Usability Testing 101 <ul style="list-style-type: none"> ○ http://screenspace.org/?p=805 ○ http://screenspace.org/?p=836 ○ http://screenspace.org/?p=927 ○ http://screenspace.org/?p=968 ● Listen: Articulating design decisions with Tom Greever from UX Podc ● Read: 9 Steps for Creating the Perfect User Test ● Read: Interviewing Users ● Read: OJR's 5-guide to to-it-yourself usability testing ● Read: UX Without User Research is Not UX ● Read: Using the 5 Es to Understand Users ● Read: Talking with Participants During a Usability Test ● Review these resources: <ul style="list-style-type: none"> ● User test script (Krug example, .doc file) ● Informed consent form (OJR example, .doc file) ● Pre-experiment questions (OJR example, .doc file) ● Free observation checklist (student example, .doc file) ● Usability tasks (usability.gov example, html link; student example, .doc file) ● Post-experiment questionnaire (OJR example, .doc file) ● Interview questions (OJR example, .doc file) ● Recording software for Android phones. Use QuickTime (on Mac) for iPhones. ● Read: Making Usability Findings Actionable: 5 Tips for Writing Better Reports ● Read: Report Template: Usability Test ● Read: The Perfect Report: How to Write It So that People Want to Read It

		<ul style="list-style-type: none"> ● Read: Eye Tracking: What Is It For And When To Use It ● Watch: The New EyeGuide® Mobile Tracker from Grinbath Eye Tracking ● Watch: Grinbath EyeGuide Eye Tracking System Analyzes User Interaction with Mona Lisa ● Read: 10 Useful Findings About How People View Websites ● Read: New Poynter Eyetrack research reveals how people read news on tablets ● Read: Eye Tracking and Web Usability: A Good Fit? ● Read: 10 Useful Usability Findings and Guidelines ● Read and watch video: 7 Marketing Lessons from Eye-Tracking Studies ● Read: Case Study: Eyetracking Mobile Devices ● Read: 29 Eye-Tracking Heatmaps Reveal Where People Really Look ● Watch: How we read through eyetracking ● Watch: Eyetracking Demo <p>Distribute:</p> <ul style="list-style-type: none"> ● Usability testing assignment on 10/9. <p>10/2 biweekly UI (due 10/9)</p> <ul style="list-style-type: none"> ● Assignment provided via class announcement and linked here. <p>10/16 biweekly UI (due 10/23)</p> <ul style="list-style-type: none"> ● Assignment provided via class announcement and linked here.
<p>PART FIVE</p>	<p>Sunday, November 5</p>	<p>Topics</p> <ul style="list-style-type: none"> ● Design thinking ● Final project work <p>Readings/viewings (to complete by the start of Week 11)</p> <ul style="list-style-type: none"> ● View: Design Thinking: A Quick Course in Creative Problem Solving (presentation) ● Listen: Design Thinking (Harvard Business Review) ● Listen: Design doing with Don Norman (Part 1) from UX Podcast ● Read: Design Thinking Builds Strong Teams ● Read: Design Thinking for a Better You ● Watch: Amy Webb's 8th Annual Tech Trends Presentation at the 2015 Online News Association Conference ● Review: 2016 Tech Trends from Webmedia Group ● Read: Augmented Reality: What does it mean for UX? ● Watch: How to Build Your Creative Confidence David Kelley ● Watch: We are all designers ● Read: 2015 trends and predictions for web design

		<ul style="list-style-type: none"> ● Watch: Rochelle King: The complex relationship between data and design in UX ● Watch: Marian Bantjes: Intricate beauty by design <p>FINAL PROJECT ASSIGNMENT (Distributed 10/30)</p> <ul style="list-style-type: none"> ● Description ● Rubric ● Slide presentation ● Video introduction <p>10/30 biweekly UI (due 11/6)</p> <ul style="list-style-type: none"> ● Assignment provided via class announcement and linked here.
SEMESTER WRAP UP	Wednesday, December 6 10 a.m.	<p>DEADLINE</p> <ul style="list-style-type: none"> ● FINAL PROJECT <ul style="list-style-type: none"> ○ Description ○ Rubric ○ Slide presentation ○ Video introduction

SEMESTER FEEDBACK	Thursday,, December 7 <i>through</i> Tuesday, December 12	<p>ONE-ON-ONE phone consults about final project and semester work</p> <ul style="list-style-type: none"> ● Sign up doodle poll ● Preparation instructions for students
--------------------------	--	--