MEJO 336-001 l ADVERTISING EXPERIENCE AND ENGAGEMENT DESIGN l FALL 2018

UNC School of Media and Journalism
3 Credits l Wednesdays l 9:05 a.m. to 11:20 a.m. l Room 253

INSTRUCTOR
Lisa Villamil
Assistant Professor
School of Media and Journalism
University of North Carolina at Chapel Hill
78 Carroll Hall, Ad Suite 330
Chapel Hill, N.C. 27599
lisa_villamil@unc.edu
919.843.0039 (o)

OFFICE HOURS
Tuesday l 1:30 p.m. to 3:30 p.m. or by appointment

COURSE DESCRIPTION
Immersion in experience design for products and services with a focus on digital user experience (UX), interface visual design (UI), and market strategies. Students learn to research, test, optimize conversion, and engage diverse audiences.

COURSE APPROACH
This course will teach you how to think and design as a best-practice UX/UI and interaction designer placing user needs, client needs, digital framework and time limitations front and center of your work process. You will learn to respect and take advantage of the many disciplines involved in developing great digital product and service design. These include business, marketing, information technology, information architecture, copywriting, messaging, sales, visual design, education, and entertainment. This course is progressive in nature and centered on a series of studio projects as well as lectures, readings, tutorials, and quizzes. Design is also an intellectual activity so we will discuss and critique professional and student design work during the semester. This will deepen your appreciation of experience design and teach you how to professionally evaluate and articulate strategic and creative ideas.

COURSE OBJECTIVES
• Learn to think and work with a fluid, entrepreneurial mindset
• Analyze and develop insight into the digital world of connectivity to knowledge, markets, services, and community
• Experience the user-centered design approach of the experience designer
• Develop a working sketch process for idea development and team communication
• Develop and expand vocabulary for professional design, visual communication, and interaction practice
• Apply design thinking as a way to understand and meet user needs with innovative solutions
• Integrate business strategy, user needs, e-commerce, conversion, and analytics to create engaging digital products
• Produce and present maps, personas, wireframes, prototypes, and full design for digital products
• Develop an awareness and ability to design for diverse user needs and cultural differences
• Master usability testing as an ongoing step in UX/UI and interaction design development
• Apply design principals to solve form, composition, color and typography problems and support UX strategy
• Articulate in words (critiques) and writing (UX strategy) business and creative ideas as a professional
• Develop intermediate skills and knowledge working with professional design and UX software
• Gain an understanding of experience, design, and engagement as communication professions
• Leave a best practitioner for designing positive and productive experiences for users and clients

TEXTBOOK (required)
UX Strategy (2015)
Jamie Levy
O'Reilly
ISBN- 978-1449372866

TUTORIALS (required / free and online)
Lynda.com / A Lynda.com subscription is free to UNC students. https://software.sites.unc.edu/lynda/

SOFTWARE (required / free and online)
This course uses several applications and services from the Adobe Creative Cloud. UNC Chapel Hill provides students with a *free* subscription to Adobe Creative Cloud. Directions for accessing Adobe CC and the required UNC Virtual Private Network (VPN) are provided on the Sakai course site.

ADDITIONAL COURSE MATERIALS
Mouse (wireless is best with a laptop)
Sketchbook
USB flash drive or external hard-drive for file back-up (optional with UNC MJ-school server)

ATTENDANCE
Because of the structure of this course, attendance is required and extremely important. Three or more absences—unexcused and excused—will result in a failing grade. Additionally, you are expected to arrive to class on time. Arriving more than 15 minutes late or leaving more than 15 minutes early (with the exception of research and open lab days) will count as an absence if you fail to provide the instructor with a valid reason. If you must miss a class for any reason, it is your responsibility to contact me ahead of time. If you need to miss a class, it is your responsibility to inform me in advance and to subsequently make up the work. Please refer to course online materials, content, and instruction for missed days.

CLASS EXPECTATIONS
Most class sessions will consist of lecture, demonstration, tutorials, discussion and limited lab time to work on current projects. Students should plan on spending a generous amount of additional lab time outside of class to complete readings, tutorials, and projects. You are expected to come to every class on time, interact with your classmates and me, and work hard inside and outside of lab. Once class has started, you are expected NOT to check your cell phone or browse non-course related websites during class. This is distracting to students around you and to me. Failure to do so will lower a student's participation grade. Also, please be aware that you will be working in a computer lab filled with expensive equipment. Drinks are not allowed on desks next to computers. No food is allowed. If you must eat, please make arrangements with me prior to class.

GRADE WEIGHTING
Engagement: 10% (attendance, participation in class/critiques, online discussions, using your unique voice)
UX strategy: 15% (writing)
Quizzes: 15% (fundamentals)
Projects: 60% (research, strategy, design, testing, presentation)

GRADING SCALE
A   = 92 – 100
A- = 90 – 92
B+ = 88 – 90
B   = 82 – 88
B- = 80 – 82
C+ = 78 – 80
C   = 72 – 78
C- = 70 – 72
D   = Below 70

EXPLANATION OF COURSE LETTER GRADES
A   Excellent: Mastery performance that is above and beyond (original)
B   Strong: Strong performance demonstrating a high level of attainment (competent)
C   Adequate: An acceptable performance demonstrating an adequate level of attainment (solid)
D   Marginal: Performance demonstrating a minimal passing level (weak)
F   Fail: For whatever reason, an extremely poor performance (unacceptable)

EXPLANATION OF DESIGN GRADING AND FEEDBACK
Your grade will be based on objective and subjective criteria as is the standard in creative arts and in professional practice where your work with be evaluated by clients and supervisors of differing backgrounds.

To help you develop as a designer and creative strategist, I use a grading rubric that helps you understand your strengths and weaknesses. In class, you will receive ongoing feedback and evaluation during the design-making process and through formal class critiques. Feedback takes the form of instructor/student conversations, peer critiques, class critiques, online critique forums, and grading comments. I cannot stress enough the importance of class discussions. I recommend you listen carefully and write notes in your sketchbook to accelerate learning.

All grades and all course materials are posted on the course Sakai site. You can access information 24/7.

DIVERSITY
The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin http://www.unc.edu/ugradbulletin/. 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. http://eoc.unc.edu/our-policies/ppdhrm/

SPECIAL ACCOMMODATIONS
If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at https://accessibility.unc.edu/

ACCREDITATION
The School of Journalism and Mass Communication'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 dots under "Professional values and competencies" in the link above.

SCHEDULE

WEEK 1 I *August 22* **I** Introduction

WEEK 2 I *August 29* **I** The connected world

WEEK 3 I *September 5* **I** Labor Day holiday *(No class)*

WEEK 4 I *September 12* **I** The UX strategy and design process

WEEK 5 I *September 19* **I** Design thinking for digital products

WEEK 6 I *September 26* **I** Responsive design for digital products

WEEK 7 I *October 3* **I** Usability testing for digital products

WEEK 8 I *October 10* **I** Visual design for digital products

WEEK 9 I *October 17* **I** Presentation *(Fall Break week)*

WEEK 10 I *October 24* **I** Connectivity and messaging

WEEK 11 I *October 31* **I** Audience analytics

WEEK 12 I *November 7* **I** Presentation

WEEK 13 I *November 14* **I** Conversion

WEEK 14 I *November 21* **I** E-commerce *(Thanksgiving Holiday week)*

WEEK 15 I *November 28* **I** Final project

WEEK 16 I *December 5* **I** Final project

Last day of classes: Wednesday, December 5, 2018

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 FINAL EXAM: ***Monday, December 8, 2018 at 8 a.m. in Room 253 (mandatory attendance)***