

# MEJO 433-001 – UX STRATEGY AND DESIGN | SPRING 2020

## UNC Hussman School of Journalism and Media

3 Credits | Monday at 9:00 a.m. to 11:45 p.m. | Carroll Hall, Room 253

### INSTRUCTOR

Lisa Villamil  
Assistant Professor  
School of Media and Journalism  
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### OFFICE HOURS

Tuesday | 10:30 a.m. to 12:00 p.m. or by appointment

### COURSE DESCRIPTION

Immersion in experience design (XD) for products and services with a focus on digital user experience (UX), interface design (UI), analytics and marketing strategies. Students use design thinking, research, data, testing, business models, social media, and optimal conversion to engage diverse audiences. Required preparation: prior or concurrent visual design course, internship, or work experience demonstrating basic graphic design skills.

### 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.

### OBJECTIVES

Upon completion of this course, students should be able to:

- Empathize with customers and users in order to design human-centered products
- Apply brand and business strategies in order to design sustainable products
- Design alone or collaborate with team members using a design thinking process
- Use best practice digital tools for project management and coordination
- Conduct usability, design, and marketing research using various qualitative and quantitative methods
- Convey user research findings with personas, journeys and scenarios
- Demonstrate sketching as a process for problem-solving in user experience design
- Design products with a human-centered user experience strategy and brand-driven user interface
- Appreciate the process of user experience design as a cyclical, iterative process
- Learn to give and accept critiques of design ideas in a constructive manner
- Analyze a design problem and propose a user-centered process, justifying the process, identify trade-offs
- Determine the most appropriate and useful prototyping technique to evaluate the design
- Prepare high quality, professional documentation and artifacts relating to the design process for a professional portfolio

- **ATTENDANCE POLICY**

Regular class attendance is a student obligation. Students are responsible for all of their work, including assessments, tests, and written work, and for all class meetings. If a course instructor chooses to take attendance and sees that a student misses three or more consecutive class meetings or misses more classes than the course instructor thinks advisable, the instructor may report the facts to the student's advisor and/or academic dean.

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

For further information see <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/#text>

## **CLASS EXPECTATIONS**

Most class sessions will consist of lecture, discussion and independent 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. Also, please be aware that you will be working in a computer lab alongside students with laptop computers. 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.

## **REQUIRED MATERIAL**

*Textbook (required)*

### **UX Strategy (2015)**

Jamie Levy

O'Reilly

ISBN- 978-1449372866

## **TUTORIALS** (required / free and online)

LinkedIn Learning / A subscription is free to UNC students. <https://software.sites.unc.edu/linkedin/>

## **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**

Wireless mouse

No-line sketchbook (any size)

File back-up system using UNC Microsoft OneDrive or an external hard-drive

## **DETERMINATION OF GRADE**

### **GRADING SCALE**

- A = 94 and higher
- A- = 90 – 93
- B+ = 87 – 89
- B = 84 – 86
- B- = 80 – 83
- C+ = 77 – 79
- C = 74 – 76
- C- = 70 – 73
- D+ = 67 – 69 \*
- D = 64 – 66
- F = 63 and below \*

\* A semester grade below a C- requires repeating this course to earn credit.

### **GRADING RUBRIC**

Professional Practice: 15% (attendance, using best practices for design processes)

Quizzes: 15% (demonstration of UX and business strategy fundamentals)

Design projects: 70% (creativity, strategy, design, execution)

### **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 media as well as in professional practice where your work will be evaluated by clients and supervisors of differing backgrounds and understanding.

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 one-on-one instructor/student conversations, peer critiques, class critiques, online critique forums, and grading comments. I cannot stress enough the importance of these conversations. I recommend you listen carefully and write notes in your sketchbook to accelerate your learning.

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

### **HONOR CODE**

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. Using a set-up sound bite is a violation of the honor code. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may 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's your responsibility to let me know. 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.

## **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 of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

### *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 Department of Disability Services website at <http://disabilityservices.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** | January 13 | Human-centered design: Context, framing a project

**WEEK 2** | January 20 | (No class/MLK)

**WEEK 3** | January 27 | Design thinking: Process, ideation and user

**WEEK 4** | February 3 | Business strategy: Process, validation and brand

**WEEK 5** | February 10 | UX/CX strategy: Flow and journey

**WEEK 6** | February 17 | Usability research: Design and product research

**WEEK 7** | February 24 | Iteration: Product development

**WEEK 8** | March 2 | UI: Interface design experience

**WEEK 9** | March 9 | Spring break

**WEEK 10** | March 16 | Design Research: Prototyping

**WEEK 11** | March 23 | Engagement: Context, framing an experience

**WEEK 12** | March 30 | Conversion: Building committed user-brand relationships

**WEEK 13** | April 6 | Final project

**WEEK 14** | April 13 | Final project

**WEEK 15** | April 20 | Final project

*Last day of classes: Friday, April 24, 2019*

**FINAL EXAM: Monday, May 4, 2019 at 8 a.m. in Room 253 (mandatory attendance)**