MEJO 433-002 – UX STRATEGY AND DESIGN | SPRING 2023

UNC Hussman School of Journalism and Media
3 Credits | Online | Asynchronous

INSTRUCTOR
Lisa Villamil
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OFFICE HOURS
Tuesdays from 9 a.m. – 10 a.m. or by appointment | Meetings via Zoom
Wednesdays from 9 a.m. – 10 a.m. or by appointment | Meetings via Zoom

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 written assignments. 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, creative and visual ideas.

OBJECTIVES
- Learn to think and work with a fluid, entrepreneurial mindset.
- Develop insights to the digital world of connectivity to knowledge, markets, services, and community.
- Explore and apply the human-centered design approach of the UX/UI designer.
- Apply design thinking as a way to understand user needs and to innovative solutions.
- Integrate UX strategy, business strategy, user needs, analytics, and conversion for sustainable digital products and services.
- Develop a sketch process for idea development and team communication; stay lean, stay agile.
- Produce and present UX flows, personas, wireframes, prototypes, and UI design for digital products.
- Discover why and how usability testing and research is an ongoing process in UX and product design.
- Develop brand and User Interface (UI) visual design alongside information architecture and UX strategy.
- Develop an awareness and ability to design for diverse user needs and cultural differences.
- Speak and write as a professional to present and defend business and creative ideas.
- Develop intermediate skills working with professional design and UX/UI software.
- Gain awareness that experience design is needed in all industries and organizations.
- Leave an advocate for designing positive and productive experiences for users and clients.

ATTENDANCE/PARTICIPATION POLICY

For this lab, the frequency and quality of your interaction is key to a successful learning experience. You should be participating in the course throughout the week in some way or another. There will be a mix of ways to participate from coming to class to joining virtual discussions to working on project alone or with a team. This course is both synchronous and asynchronous with most classes meeting in-person. While this course does have an official participation policy as outlined in a grading rubric, please note that I will be flexible regarding deadlines for students who are experiencing illness or other challenges related to the current COVID-19 pandemic. Please contact me as early as possible if you think you may not be able to complete an assignment or participate in course activities.

Please be aware that you are bound by the Honor Code when making a request for a University approved absence. *(source: http://catalog.unc.edu/policies-procedures/attendance-grading-examination/)*

University Attendance Policy:
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).

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. 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.

CLASS EXPECTATIONS
Weekly curriculum will consist of a lecture or instruction, discussion, and production of multipart "design-thinking" projects. Students should plan on spending a generous amount of time completing textbook and online readings, meeting with peers and completing projects. Students are encouraged to participate within their discipline of interest such as a brand strategist, journalist, UX designer, policy thinker, etc. You are expected to organize your week's work or to attend class or later watch a video lecture. It is extremely important that you read weekly directions and materials on Sakai and project specifications, and complete weekly assignments related to larger projects you will be producing. You are expected to let me know if you have questions or run into problems for one reason or another by emailing me or attending an online office hour session.

TEXTBOOK

Required
Continuous Discovery Habits: Discover Products that Create Customer Value and Business Value (2021)
Teresa Torres
978-1736633304
Product Talk LLC

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.

ONLINE LEARNING SOFTWARE (required / free and online)
As an online, asynchronous learning course we will use the course Sakai platform and Zoom for office hours or one-on-one meetings. You can connect to the UNC Zoom network here https://zoom.us/ using your UNC Tar Heel email address.

Additional Course Materials
Notebook or sketchbook, mouse if using a laptop, and back-up system for project files such as the free UNC Microsoft OneDrive, Google Drive, or an external hard drive.

DETERMINATION OF GRADE

Discussion	Class weekly discussions	20%
Process	Discovery and research	20%
Projects	Concept, UX strategy, business strategy, design	60%
	Project 1, 2, 3, 4 are equally weighted	
		100%

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)

* Rubric provided. For more information about grades see UNC Grade Definitions.

GRADING SCALE
A   = 95–100
A-   = 90–94
B+   = 87–89
B   = 83–86
B-   = 80–82
C+   = 77–79
C   = 73–76
C-   = 70–72
D+   = 67–69 *
D   = 63–66
F   = 65 and below
* A *semester grade below a C- requires repeating this course to earn credit.*

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 creative strategist and communication professional, I use a grading rubric that helps you understand your strengths and weaknesses. In class, you will receive feedback and evaluation during the design-making process and through online class critiques. Feedback takes the form of instructor/student conversations, peer critiques, class critiques, and grading comments. I cannot stress enough the importance of class discussions. I recommend you read all discussion comments and write notes in your sketchbook to accelerate learning.

ACCESSIBILITY RESOURCES AND SERVICES (ARS)
The University of North Carolina at 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 barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: https://ars.unc.edu or email ars@unc.edu.

SEEKING HELP

We live in complicated times. If you need individual assistance, it is your responsibility to let me know and to allow me to help you. 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.

COUNSELING AND PSYCHOLOGICAL SERVICES

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: https://caps.unc.edu/ or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

TITLE IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at https://eoc.unc.edu/report-an-incident/. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvsc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

DIVERSITY

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's Policy Statement on Non-Discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at https://eoc.unc.edu/report-an-incident/.

DIVERSITY STATEMENT

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harassment and discrimination. In summary, 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. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

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. No single course could possibly give you all these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas.

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

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LAND ACKNOWLEDGEMENT
We thank the Occaneechi Tribe as our UNC community partner and acknowledge the many other Indigenous peoples including the Eno, the Shakori, the Sissipahaw who for thousands of years were the original inhabitants of the land we now know as the University of North Carolina at Chapel Hill. May our work together be of honor to the original stewards of this land many of whom were displaced, erased, suffered, and still suffer today. We start out with a good heart and intention to honor our ancestors, our community, and our work together.

SCHEDULE

WEEK 1 | January 9 | Experience design | Introduction to design field

WEEK 2 | January 16 | Discovery | Design process

WEEK 3 | January 23 | Human centered design | Design process

WEEK 4 | January 30 | Design thinking | Design process

WEEK 5 | February 6 | Business strategy | Design process

WEEK 6 | February 13 | Usability testing | Usability research process

WEEK 7 | February 20 | Design research | Usability research process

WEEK 8 | February 27 | Data collection | Usability research process

WEEK 9 | March 6 | Findings | Usability research process

WEEK 10 | March 13 | *No classes – Spring Break*

WEEK 11 | March 20 | UI/UX design | Full-cycle design process

WEEK 12 | March 27 | Flow and journey | Full-cycle design process

WEEK 13 | April 3 | Interacting with brand | Full-cycle design process

WEEK 14 | April 10 | Providing value | Full-cycle design process

WEEK 15 | April 17 | Conversion | Full-cycle design process

WEEK 16 | April 24 | User satisfaction | Full-cycle design process

Last day of classes: Friday, April 28, 2022

FINAL EXAM: Friday, May 5, 2022. Final project presentation and delivery by 5 p.m.