Craig M. MacDonald, Ph.D.
Pratt Institute, School of Information & Library Science
144 West 14th Street, Room 604c
New York, NY 10011–7301
(212) 647-7297
cmacdona@pratt.edu
http://www.craigmacdonald.com

LIS-643
Information Architecture & Interaction Design
Fall 2013

Tuesday 3:30-5:50p (01) / 6:30-8:50p (02) • Pratt Manhattan Center, Room 609

Credits: 3

Pre-requisites: LIS-653 and LIS-654

Office Hours: Thursdays 3-6p and by appointment

Bulletin Description

This course provides students with practical knowledge and hands-on experience designing digital interfaces from a user-centered perspective through an exploration of the dual practices of information architecture and interaction design. Students will go through the entire user-centered design lifecycle, from concept to prototype, and in the process will 1) learn about and employ a variety of design methods aimed at understanding users and their contexts and 2) learn about and use appropriate tools and media to create a range of design deliverables that effectively communicate design insights. At the conclusion of this course, students will have a foundation of knowledge and skills that will prepare them to do practical design work in a variety of settings and organizations.

Course Goals & Objectives

The goals of this course are to:
- Gain an understanding of information architecture and interaction design and their role in the user-centered design process.
- Provide practical experience using design methods and creating design deliverables.
- Improve individual and collaborative skills in problem solving, communication, and creative thinking.

Upon successful completion of this course, a student will be able to:
- **Explain** and **describe** the roles of information architecture and interaction design.
- **Choose** and **employ** appropriate methods to understand users and their contexts.
- **Select** and **use** appropriate tools and media to create design deliverables.
- **Create** high-quality work products that effectively communicate design insights and are consistent with professional practice.

Course Schedule

Session	Topic	Due
1 Aug 27	**Welcome + What is Design?** ▪ Resmini, A. & Rosati, L. (2012). A Brief History of Information Architecture. *Journal of Information Architecture*, 3(2). ▪ Myers, B. (1998). A brief history of human-computer interaction technology. *ACM interactions, 5*(2), 44-54.	
2 Sep 3	**Communication & Understanding** ▪ Brown, D. (2011). Site maps. In *Communicating Design: Developing Web Site Documentation for Design and Planning* (2nd Ed.) (pp. 94-123). Berkeley, CA: New Riders. ▪ Brown, D. (2011). Competitive reviews. In *Communicating Design: Developing Web Site Documentation for Design and Planning* (2nd Ed.) (pp. 254-263). Berkeley, CA: New Riders. ▪ Detzi, C. (2012, March). From Content Audit to Design Insight: How a content audit facilitates decision-making and influences design strategy. *UX Magazine*. Retrieved from http://uxmag.com/articles/from-content-audit-to-design-insight	
3 Sep 10	**Context & User Needs** ▪ Forlizzi, J., & Battarbee, K. (2004). Understanding experience in Interactive Systems. In *Proceedings of the 2004 Conference on Designing Interactive Systems (DIS 2004)*. New York, NY: ACM. 261-268. ▪ Wright, P., & McCarthy, J. (2008). Empathy and Experience in HCI. In *Proceedings of the 2008 ACM SIGCHI Conference on Human Factors in Computing Systems (CHI 2008)*. New York, NY: ACM. 637-646.	
4 Sep 17	**Understanding Users** ▪ Rogers, Y., Sharp, H., & Preece, J. (2011). Data gathering. In *Interaction Design: Beyond Human-Computer Interaction* (3rd Ed.) (pp. 222-269). Chichester: John Wiley & Sons, Inc.	**GD1**
5 Sep 24	**Personas** ▪ Cooper, A., Reimann, R., & Cronin, D. (2007). Modeling Users: Personas and Goals. In *About Face 3: The Essentials of Interaction Design* (pp. 75-108). Indianapolis, IN: Wiley Publishing. ▪ Matthews, T., Judge, T., & Whittaker, S. (2012). How do designers and user experience professionals actually perceive and use personas? In *Proceedings of the 2012 ACM SIGCHI Conference on Human Factors in Computing Systems (CHI 2012)*. New York, NY: ACM. 1219-1228.	
6 Oct 1	**Navigation, Organization & Labeling** ▪ Wodtke, C., & Govella, A. (2009). The tao of navigation. In *Information Architecture: Blueprints for the Web, Second Edition* (pp. 189-218). Berkeley, CA: New Riders.	
7 Oct 8	**Card Sorting** ▪ Spencer, D., & Warfel, T. (2007). Card sorting: A definitive guide. Retrieved from: http://boxesandarrows.com/view/card_sorting_a_definitive_guide	**ID1**

8 Oct 15	****NO CLASS – Mid-semester Break****	
9 Oct 22	**Cognition & Emotion** ▪ Rogers, Y., Sharp, H., & Preece, J. (2011). Cognitive aspects. In *Interaction Design: Beyond Human-Computer Interaction* (3rd Ed.) (pp. 65-99). Chichester: John Wiley & Sons, Inc. ▪ Norman, D. (2004). Three levels of design: Visceral, behavioral, and reflective. In *Emotional Design: Why We Love (or Hate) Everyday Things* (pp. 63-98). Cambridge, MA: Basic Books.	
10 Oct 29	**Sketching** ▪ Buxton, B. (2009). The anatomy of sketching. In *Sketching User Experiences* (pp. 105-114). San Francisco, CA: Morgan Kaufmann Publishers. ▪ Buxton, B. (2009). Sketches are not prototypes. In *Sketching User Experiences* (pp. 139-141). San Francisco, CA: Morgan Kaufmann Publishers.	**GD2**
11 Nov 5	**Design Critiques + Wireframes** ▪ Berkun, S. (2003). How to run a design critique. Retrieved from: http://www.scottberkun.com/essays/23-how-to-run-a-design-critique/ ▪ Unger, R., & Chandler C. (2009). Wireframes and annotations. In *A Project Guide to UX Design* (pp. 185-203). Berkeley, CA: New Riders.	**ID2**
12 Nov 12	**LAB on Wireframes + Prototyping** ▪ Unger, R., & Chandler C. (2009). Prototyping. In *A Project Guide to UX Design* (pp. 204-219). Berkeley, CA: New Riders.	
13 Nov 19	**LAB on Design Critiques**	**ID3**
14 Nov 26	**Visual Interface Design + LAB on Prototyping** ▪ Cooper, A., Reimann, R., & Cronin, D. (2007). Visual interface design. In *About Face 3: The Essentials of Interaction Design* (pp. 287-319). Indianapolis, IN: Wiley Publishing.	**14**
15 Dec 3	**LAB on Prototyping** ▪ *No readings this week*	**FP**
16 Dec 10	**Course Wrap-up & Informal presentations**	**GD3**

LIS-643: Information Architecture & Interaction Design
Professor Craig M. MacDonald

Course Requirements

Required Readings

There is no required textbook for this course. However, there will be several required readings each week that are meant to not only introduce the concepts covered in the lectures but also to broaden and enrich your understanding of those concepts. It is expected that you come to class having read the assigned readings for the week. All readings will be available via the LMS.

Assessment and Grading

The overall course grade will be based on a total of 200 points, weighted as follows:

50% ID: Individual Design Deliverables
       ID1: User Research Report (20%)
       ID2: Sketches (15%)
       ID3: Wireframes (15%)

40% GD: Group Design Deliverables
       GD1: Project Brief (10%)
       GD2: Card Sorting Report (10%)
       GD3: Final Design Document (20%)

10% FP: Final Paper on IA/IxD in the Real World

Detailed descriptions of each assignment will be distributed in class and posted to the LMS.

Grades will be awarded for points accumulated based on Pratt's grading scale:

Excellent	A	4.0 (93-100)	A-	3.7 (90-92.99)		
Above Average	B+	3.3 (87-89.99)	B	3.0 (83-86.99)	B-	2.7 (80-82.99)
Acceptable	C+	2.3 (77-79.99)	C	2.0 (73-76.99)		
Failure	F	0.0 (00-72.99)				

Assignments

Because of the project-based nature of this course, all graded assignments must be uploaded to the LMS before class on the due date (unless otherwise noted).

Late assignments will be graded at 50% and assignments more than 24 hours late will not be graded.

Attendance & Participation

Although it is ungraded, active participation in class is essential to successful learning in this course. The course format may vary each week, but typical class sessions will consist of short lectures and small group activities that directly inform individual and group project deliverables.

Attendance is therefore expected and required. Students with 3 absences (for any reason, including documented medical reasons) cannot expect to receive an A in the course and, in accordance with

Pratt Institute policy, may be asked to drop the class. **Please notify me ASAP if you know you will be absent.** You will be expected to make up any missed material for classes that you miss.

Attending class is also critical because there will be substantial class time to complete project work; if you are not present, you will miss valuable time needed to communicate and coordinate with your fellow group members. But, simply attending class will not suffice; you are expected to be consistently engaged with the discussions/activities.

Policies

Academic Honesty

Instances of cheating, plagiarism, and improper use of intellectual property will not be tolerated. Do not plagiarize or copy from anywhere, including articles, websites, class handouts, class slides, other students' work, web design templates, work you have submitted to another course, etc. Unless specifically indicated otherwise, all assignments submitted for this course must be **your own work**, with sources properly cited.

Any assignment that includes copied material will be given an automatic *zero* – this includes cases where only a portion of the assignment is copied. Depending on the nature of the offense, this may also result in failure of the course. **No excuses will be accepted**. More information about Pratt's academic integrity code can be found at: http://www.prattsenate.org/learning/02-academic.htm

Communication

The best way to contact me is by email (cmacdona@pratt.edu). I check e-mail regularly and you can expect an email response within 24 hours. Should that change, you will be notified in advance.

Disabilities

Students who require special accommodations for disabilities must obtain clearance from the Office of Disability Services at the beginning of the semester. For further information, contact the Coordinator of Disability Services in the Office of the Vice President for Student Affairs at 718.636.3711.

Incompletes

Incompletes will not be awarded except for documented medical reasons.

Institute-Wide Policies

All Institute-wide policies are listed in the Bulletin under "Community Standards" available online at http://www.pratt.edu/student_life/student_affairs/student_policies/ and which include policies on attendance, academic integrity, plagiarism, computer, and network use.

Laptops & Cell phones

Please turn your cell phone off during class. Laptops are permitted for coursework purposes only.

Research Participation

As part of this course, students may be asked to participate in research studies conducted by SILS faculty.

Revisions to the Syllabus

While this syllabus provides a reliable framework for the course, it is it is possible that assigned readings will be added or deleted or that events (guest lectures, extreme weather, etc.) may require changes to the schedule. Any changes will be announced in class or via e-mail.

SILS e-portfolio

Starting Fall 2012, all students entering the MSLIS degree program are required to complete an e-portfolio that must be approved by their advisor before they will be permitted to graduate. The e-portfolio provides students with an opportunity to showcase their best work from the courses they have taken at SILS, and an opportunity to demonstrate they have met the learning objectives of a Master of Information and Library Science.

Work completed for this course may be included in the e-portfolio. Students must demonstrate that their work fulfills at least one of the following learning outcomes:

1. Students carry-out and apply research.
2. Students demonstrate excellent communication skills and create and convey content.
3. Students use information technology and digital tools effectively.
4. Students apply concepts related to use and users of information and user needs and perspectives.
5. Students perform within the framework of professional practice.

Detailed information on the learning outcomes, requirements and how to create your e-portfolio is available from:

http://www.pratt.edu/academics/information_and_library_sciences/about_sils/sils_eportfolio/