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## LIS-646

# Advanced User Experience Design

## Spring 2016

Wednesday 6:30-9:20p • Pratt Manhattan Center, Room 609

**Credits:** 3

**Pre-requisites:** LIS-643

**Office Hours:** Tuesdays 3-6p and by appointment

### Bulletin Description

This course is designed to introduce students to advanced practices and tools of the User Experience (UX) profession. While topics may vary to reflect current and emerging trends in the profession, the core focus of the course consists of three broad themes: information design principles, understanding and defining user behaviors, and designing for cross-channel experiences. As a whole, the course will expose students to state-of-the-art, advanced UX tools and techniques and prepare them to make meaningful contributions to digital projects across a wide variety of contexts, including libraries, archives, museums, and beyond.

### Course Goals & Objectives

The goals of this course are to:

- Expose students to state-of-the-art tools and principles of the UX profession.
- Provide students with the skills to identify and model current and emerging best practices within the UX profession.
- Improve individual and collaborative skills in problem solving, communication, and creative thinking.

Upon successful completion of this course, a student will be able to:

- **Analyze** and **evaluate** current and emerging tools, techniques, and/or skills of user experience professionals.
- **Recognize** and **illustrate** the consistent application of visual design principles (typography, color, layout and composition) to effectively communicate information.
- **Explain** and **demonstrate** how to structure user interfaces that capture user behavior and comply with interaction design and usability best practices.
- **Describe** and **employ** appropriate tools and techniques for creating a consistent user experience across channels and device types.

## Required Readings

There is no required textbook for this course. All readings are available via the LMS. It is expected that you come to class having read the assigned readings each week.

## Assessment and Grading

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

- 25% Discovery Research
- 15% Experience Mapping & Storyboarding
- 15% Task Flows & Concept Testing
- 20% Minimum Viable Product (MVP) *\*\*MSLIS e-Portfolio eligible (Technology)\*\**
- 15% Design Story *\*\*MSLIS e-Portfolio (Communication, User-Centered Focus)\*\**
- 10% Expert Voices [blog post]

### **UX1: Discovery Research (25%)**

Create a mood board, research brief, and two personas using a consistent visual language to demonstrate your understanding of information design principles (typography, color, layout, etc.).

### **UX2: Experience Mapping & Storyboarding (15%)**

Create an experience map (user journey) and storyboard to communicate the value proposition and define the key experience(s) of a hypothetical innovative product.

### **UX3: Task Flows & Concept Testing (15%)**

Create an ideal task flow and then design and test an early prototype.

### **UX4: Minimum Viable Product [MVP] (20%)**

Create a cross-channel, high-fidelity prototype of your minimum viable product that adheres to professional standards and incorporates at least two channels: desktop, tablet, and mobile.

### **Design Story (15%)**

A concise summary of your design process presented in a “case study” format.

### **Expert Voices [blog post] (10%)**

Conduct an informational interview with a UX expert and write a post on the UX@Pratt blog.

*Detailed assignments descriptions 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)			

## Course Schedule

Date	Topic	Due
<p><b>1</b> Jan 20</p>	<p><b>Welcome + Introduction to Advanced UX Design</b></p> <ul style="list-style-type: none"> <li>▪ Nagy, B. (2012). Expressing UX Concepts Visually. <i>UX Matters</i>. Available online at <a href="http://www.uxmatters.com/mt/archives/2012/05/expressing-ux-concepts-visually.php">http://www.uxmatters.com/mt/archives/2012/05/expressing-ux-concepts-visually.php</a></li> <li>▪ Weber, M. (2010). Let's Talk UX: Communication in UX Design. <i>UX Magazine</i>, 9(4). Available online at <a href="http://www.usabilityprofessionals.org/uxmagazine/communication_ux_design/">http://www.usabilityprofessionals.org/uxmagazine/communication_ux_design/</a></li> </ul>	
<p><b>2</b> Jan 27</p>	<p><b>Information Design Fundamentals I: Typography &amp; Color</b></p> <ul style="list-style-type: none"> <li>▪ Butterick, M. (2013). Typography in Ten Minutes. In <i>Butterick's Practical Typography</i>. Available online at <a href="http://practicaltypography.com/typography-in-ten-minutes.html">http://practicaltypography.com/typography-in-ten-minutes.html</a>.</li> <li>▪ Butterick, M. (2013). Summary of Key Rules. In <i>Butterick's Practical Typography</i>. Available online at <a href="http://practicaltypography.com/summary-of-key-rules.html">http://practicaltypography.com/summary-of-key-rules.html</a>.</li> <li>▪ Williams, R. (2008). Using Color. In <i>The Non-Designer's Design Book, 3<sup>rd</sup> Edition</i> (pp. 91-108). Berkeley, CA: Peachpit Press.</li> </ul>	
<p><b>3</b> Feb 3</p>	<p><b>Information Design Fundamentals II: Layout</b></p> <ul style="list-style-type: none"> <li>▪ Dabner, D., Stewart, S., &amp; Zempol, E. (2014). Fundamentals of Composition. In <i>Graphic Design School: The Principles and Practice of Graphic Design</i> (pp. 32-58). Hoboken, NJ: John Wiley &amp; Sons, Inc.</li> <li>▪ Samara, T. (2002). Grid Basics. In <i>Making and Breaking the Grid: A Graphic Design Workshop</i> (pp. 22-31). Gloucester, MA: Rockport Publishers.</li> </ul>	
<p><b>4</b> Feb 10</p>	<p><b>LAB / Critiques</b></p> <ul style="list-style-type: none"> <li>▪ <i>No readings assigned.</i></li> </ul>	
<p><b>5</b> Feb 17</p>	<p><b>Mapping Experiences</b></p> <ul style="list-style-type: none"> <li>▪ Crothers, B. (2011). Storyboarding &amp; UX: Parts 1 and 2. Available online at <a href="http://johnnyholland.org/2011/10/storyboarding-ux-part-1-an-introduction/">http://johnnyholland.org/2011/10/storyboarding-ux-part-1-an-introduction/</a> and <a href="http://johnnyholland.org/2011/10/storyboarding-ux-part-2-creating-your-own/">http://johnnyholland.org/2011/10/storyboarding-ux-part-2-creating-your-own/</a></li> <li>▪ Chambers, L. (2012). 'UX' Marks the Spot: Mapping the User Experience. <i>UX Mastery</i>. Available online at <a href="http://uxmastery.com/ux-marks-the-spot-mapping-the-user-experience/">http://uxmastery.com/ux-marks-the-spot-mapping-the-user-experience/</a></li> </ul>	<p><b>UX1</b> <i>(Discovery Research)</i></p>
<p><b>6</b> Feb 24</p>	<p><b>LAB / Critiques</b></p> <ul style="list-style-type: none"> <li>▪ <i>No readings assigned.</i></li> </ul>	

<p><b>7</b> Mar 2</p>	<p><b>LAB / Critiques</b></p> <ul style="list-style-type: none"> <li>No readings assigned.</li> </ul>	
<p><b>8</b> Mar 9</p>	<p><b>Flows, MVPs, and Cross-Channel Experiences</b></p> <ul style="list-style-type: none"> <li>Laja, P. (2012). Build It With The User in Mind: How to Design User Flow. <i>ConversionXL</i>. Available online at <a href="http://conversionxl.com/how-to-design-user-flow/">http://conversionxl.com/how-to-design-user-flow/</a></li> <li>McVicar, E. (2012). Designing for Mobile, Part 1: Information Architecture. <i>UX Booth</i>. Available online at <a href="http://www.uxbooth.com/articles/designing-for-mobile-part-1-information-architecture/">http://www.uxbooth.com/articles/designing-for-mobile-part-1-information-architecture/</a></li> <li>Peterson, C. (2010). Responsive Workflow. In <i>Learning Responsive Web Design: A Beginner's Guide</i>. Sebastopol, CA: O'Reilly Media, Inc.</li> </ul>	<p><b>UX2</b> <i>(Experience Mapping &amp; Storyboarding)</i></p>
<p>Mar 16 <b>**NO CLASS – Spring Break**</b></p>		
<p><b>9</b> Mar 23</p>	<p><b>User Behaviors + LAB</b></p> <ul style="list-style-type: none"> <li>McKay, E. (2013). Communication Design Principles. In <i>UI is Communication: How to Design Intuitive, User-Centered Interfaces by Focusing on Effective Communication</i> (pp. 11-64). Waltham, MA: Morgan Kaufmann.</li> <li>Cooper, A., Reimann, R., Cronin, D., &amp; Noessel, C (2014). A Basis for Good Product Behavior &amp; Digital Etiquette. In <i>About Face: The Essentials of Interaction Design, 4<sup>th</sup> Edition</i> (pp. 167-204). Indianapolis, IN: Wiley Publishing.</li> </ul>	
<p><b>10</b> Mar 30</p>	<p><b>LAB / Critiques</b></p> <ul style="list-style-type: none"> <li>No readings assigned.</li> </ul>	
<p><b>11</b> Apr 6</p>	<p><b>Interface Guidelines: Desktop + LAB</b></p> <ul style="list-style-type: none"> <li>Schlatter, T., &amp; Levinson, D. (2013). Chapter 4: Layout. In <i>Visual Usability: Principles and Practices for Designing Digital Applications</i> (pp. 103-138). Waltham, MA: Morgan Kaufmann.</li> <li>Tognazzini, B. (2014). <i>First Principles of Interaction Design (Revised and Expanded)</i>. Available online at <a href="http://asktog.com/atc/principles-of-interaction-design/">http://asktog.com/atc/principles-of-interaction-design/</a></li> <li>Usability Checklist: <a href="https://userium.com/index.html">https://userium.com/index.html</a></li> </ul>	<p><b>UX3</b> <i>(Task Flows &amp; Concept Testing)</i></p>
<p><b>12</b> Apr 13</p>	<p><b>Interface Guidelines: Tablet &amp; Mobile + LAB</b></p> <ul style="list-style-type: none"> <li>Cooper, A., Reimann, R., Cronin, D., &amp; Noessel, C (2014). Designing for Mobile and Other Devices. In <i>About Face: The Essentials of Interaction Design, 4<sup>th</sup> Edition</i> (pp. 507-568). Indianapolis, IN: Wiley Publishing.</li> <li>McVicar, E. (2013). Designing for Mobile, Part 2: Interaction Design. <i>UX Booth</i>. Available online at <a href="http://www.uxbooth.com/articles/designing-for-mobile-part-2-interaction-design/">http://www.uxbooth.com/articles/designing-for-mobile-part-2-interaction-design/</a></li> </ul>	

<b>13</b> Apr 20	<b>LAB</b> ▪ No readings assigned.	
<b>14</b> Apr 27	<b>LAB / Critiques</b> ▪ No readings assigned.	<b>Expert Voices</b>
<i>May 4 **NO CLASS – Studio Days**</i>		
<b>15</b> May 11	<b>Course Wrap-Up + Presentations</b> ▪ No readings assigned.	<b>UX4 (MVP) + Design Story</b>

## Policies

### 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) with no exceptions. **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 independent or small group activities that inform coursework.

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 opportunities to get feedback from the instructor and your classmates. But, simply attending class will not suffice; you are expected to be consistently engaged with the discussions/activities.

### 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](mailto:cmacdona@pratt.edu)). I check e-mail regularly, so you can typically expect an email response within 24 hours unless notified otherwise.

## **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 at 718.636.3711.

## **Incompletes**

Incompletes will not be awarded except for documented medical reasons.

## **Institute-Wide Policies**

Institute-wide policies on attendance, academic integrity, plagiarism, etc., are available at [http://www.pratt.edu/student\\_life/student\\_affairs/student\\_policies/](http://www.pratt.edu/student_life/student_affairs/student_policies/).

## **Laptops & Cell phones**

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

## **Research Participation**

As part of this course, you may be asked to participate in faculty research studies.

## **Revisions to the Syllabus**

This document provides a reliable framework for the course, but it's possible that unforeseen events (i.e., extreme weather) may require changes. Should any revisions be necessary, you will be notified immediately either in class or via e-mail.

## **MSLIS e-Portfolio**

All students in MSLIS degree program are required to create an e-Portfolio to showcase their best work from the courses they have taken at Pratt and demonstrate they have met the student learning outcomes for the MSLIS degree. Work completed for this course may be included in the e-Portfolio to satisfy one or more of the following learning outcomes (outcomes with a primary focus in this course are **in bold**):

1. Research: Students carry-out and apply research.
2. **Communication**: Students demonstrate excellent communication skills and create and convey content.
3. **Technology**: Students use information technology and digital tools effectively.
4. **User-Centered Focus**: Students apply concepts related to use and users of information and user needs and perspectives.
5. Reflective LIS Practice: Students perform within the framework of professional practice.