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LIS-646

Advanced User Experience Design

Summer 2015

Mondays/Thursdays 6:30-9:20 • May 28-July 16 • Pratt Manhattan Center, Room 609

Credits: 3

Pre-requisites: LIS-643

Office Hours: 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. Instead, there will be several required readings each week that are meant to introduce the concepts covered in the lectures or, in some cases, broaden and enrich your understanding of those concepts.

All readings will be available via the LMS. It is expected that you come to class having read the assigned readings for the week.

Assessment and Grading

The overall course grade will be based on a total of 100 points, weighted as follows:

25% Information Design Fundamentals

25% Task Flows and Wireframes

35% Responsive Design Prototype ***e-Portfolio eligible (Technology)***

15% Blog Post: Ask a UX Expert

Information Design Fundamentals (25%)

Re-design several existing documents using a consistent and coherent visual language to demonstrate your understanding of information design principles (typography, color, layout, etc.) and your ability to apply them consistently to convey meaningful information.

Task Flows & Wireframes (25%)

Develop an ideal task flow and user journey for an interactive application and design a series of wireframes that conform to interaction design and usability best practices.

Responsive Design Prototype (35%)

Create a high-fidelity mobile/responsive prototype that adheres to professional standards and incorporates three different screen sizes: desktop, tablet, and mobile.

Blog Post: Ask a UX Expert (15%)

Conduct an informational interview with a UX expert and post a summary of what you learned on the IXD@Pratt blog (<http://ixd.prattsils.org/>). While general questions are OK, try to focus the interview around a specific aspect of UX that interests you.

NOTE: 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)			

Course Schedule

Part I: Information Design		
Session	Topic	Due
1 Thu 5/28	Welcome + Introduction to Information Design <ul style="list-style-type: none"> Tractinsky, N. (2013). <i>Visual Aesthetics</i>. In <i>The Encyclopedia of Human-Computer Interaction, 2nd Ed.</i> Aarhus, Denmark: The Interaction Design Foundation. Available online at http://www.interaction-design.org/encyclopedia/visual_aesthetics.html 	
2 Mon 6/1	Information Design Fundamentals I: Typography & Color <ul style="list-style-type: none"> Butterick, M. (2013). <i>Typography in Ten Minutes</i>. In <i>Butterick's Practical Typography</i>. Available online at http://practicaltypography.com/typography-in-ten-minutes.html. Butterick, M. (2013). <i>Summary of Key Rules</i>. In <i>Butterick's Practical Typography</i>. Available online at http://practicaltypography.com/summary-of-key-rules.html. Williams, R. (2008). <i>Using Color</i>. In <i>The Non-Designer's Design Book, 3rd Edition</i> (pp. 91-108). Berkely, CA: Peachpit Press. 	
3 Thu 6/4	Information Design Fundamentals II: Layout <ul style="list-style-type: none"> Dabner, D., Stewart, S., & Zempel, E. (2014). <i>Fundamentals of Composition</i>. In <i>Graphic Design School: The Principles and Practice of Graphic Design</i> (pp. 32-58). Hoboken, NJ: John Wiley & Sons, Inc. Samara, T. (2002). <i>Grid Basics</i>. In <i>Making and Breaking the Grid: A Graphic Design Workshop</i> (pp. 22-31). Gloucester, MA: Rockport Publishers. 	
4 Mon 6/8	Communication and User Experience <ul style="list-style-type: none"> Nagy, B. (2012). <i>Expressing UX Concepts Visually</i>. <i>UX Matters</i>. Available online at http://www.uxmatters.com/mt/archives/2012/05/expressing-ux-concepts-visually.php Weber, M. (2010). <i>Let's Talk UX: Communication in UX Design</i>. <i>UX Magazine</i>, 9(4). Available online at http://www.usabilityprofessionals.org/uxmagazine/communication_ux_design/ 	
5 Thu 6/11	LAB on Information Design <ul style="list-style-type: none"> <i>No readings assigned.</i> 	

Part II: User Behaviors & Interaction		
Session	Topic	Due
6 Mon 6/15	Interacting with Computers: Principles & Practices <ul style="list-style-type: none"> ▪ 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. ▪ Cooper, A., Reimann, R., & Cronin, D. (2007). Synthesizing Good Design: Principles & Patterns. In <i>About Face 3: The Essentials of Interaction Design</i> (pp. 149-160). Indianapolis, IN: Wiley Publishing. 	Info Des. Fund.
7 Thu 6/18	User Behaviors <ul style="list-style-type: none"> ▪ Cooper, A., Reimann, R., & Cronin, D. (2007). Orchestration and Flow. In <i>About Face 3: The Essentials of Interaction Design</i> (pp. 201-222). Indianapolis, IN: Wiley Publishing. ▪ Laja, P. (2012). Build It With The User in Mind: How to Design User Flow. <i>ConversionXL</i>. Available online at http://conversionxl.com/how-to-design-user-flow/ ▪ Chambers, L. (2012). 'UX' Marks the Spot: Mapping the User Experience. <i>UX Mastery</i>. Available online at http://uxmastery.com/ux-marks-the-spot-mapping-the-user-experience/ 	
8 Mon 6/22	Interface Guidelines <ul style="list-style-type: none"> ▪ Schlatter, T., & 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. ▪ Tognazzini, B. (2014). <i>First Principles of Interaction Design (Revised and Expanded)</i>. Available online at http://asktog.com/atc/principles-of-interaction-design/ ▪ Usability Checklist: https://userium.com/index.html 	
9 Thu 6/25	LAB on Wireframes <ul style="list-style-type: none"> ▪ <i>No readings assigned.</i> 	
10 Mon 6/29	Critiques + LAB <ul style="list-style-type: none"> ▪ <i>No readings assigned.</i> 	

Part III: Cross-Channel Experiences		
Session	Topic	Due
11 Thu 7/2	Introduction to Mobile User Experience <ul style="list-style-type: none"> McVicar, E. (2012). Designing for Mobile, Part 1: Information Architecture. <i>UX Booth</i>. Available online at http://www.uxbooth.com/articles/designing-for-mobile-part-1-information-architecture/ McVicar, E. (2013). Designing for Mobile, Part 2: Interaction Design. <i>UX Booth</i>. Available online at http://www.uxbooth.com/articles/designing-for-mobile-part-2-interaction-design/ 	Task Flows & Wirefr.
12 Mon 7/6	Responsive Workflows and Prototypes + LAB <ul style="list-style-type: none"> Peterson, C. (2010). Responsive Workflow. In <i>Learning Responsive Web Design: A Beginner's Guide</i>. Sebastopol, CA: O'Reilly Media, Inc. 	
13 Thu 7/9	LAB on Responsive Prototyping <ul style="list-style-type: none"> <i>No readings assigned.</i> 	
14 Mon 7/13	Critiques + LAB <ul style="list-style-type: none"> <i>No readings assigned.</i> 	Ask a UX Expert
15 Thu 7/16	Course Wrap-Up + Presentations <ul style="list-style-type: none"> <i>No readings assigned.</i> 	Resp. Design Prototype

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 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 opportunities to communicate with and receive

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). 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 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 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 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. LIS Practice: 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: <https://www.pratt.edu/academics/information-and-library-sciences/sils-eportfolio/>