INSC 311 (User-Centered Design), Spring 2020, 3.0 Credit Hours
University of Tennessee, Knoxville
Course Mode: Online, asynchronous

Faculty Contact Information
- Kevin J. Mallary, Graduate Teaching Associate
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- Communications 102
- 336.655.3286
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- Office Hours: By appointment, either virtually (https://zoom.us/j/3165624952) or in-person

SIS Office Information
- 450 Communications Bldg.
  1345 Circle Park Drive,
  Knoxville, TN 37996-0341
- SIS Office: 865.974.2148
- Fax (SIS): 865.974.4667

Welcome Statement
Welcome to User-Centered Design! This semester, you will learn how the design of technologies can generate satisfactory and memorable experiences for users. You will also apply the design concepts that we discuss in a real-world simulation.
Catalog Description
This course is an introduction to the user-centered design paradigm from a broad perspective including conducting user research, gathering requirements, planning and developing intuitive, user-friendly products. User research theories and techniques for placing user needs at the forefront of each stage of the design process will be taught.

Student Learning Outcomes
Upon satisfactory completion of the course, students will be able to:
- Demonstrate knowledge of the basic concepts and terminology of user-centered design
- Articulate the need for practical design aspects for digital content
- Design and conduct user research for designing information systems
- Develop and evaluate simple system prototypes
- Critically analyze and assess an information system from a user-centered perspective

Required Texts
The required text for this course, The Design of Everyday Things, by Donald Norman (ISBN 978-0465050659) can be found on Amazon for either rental or purchase: https://www.amazon.com/Design-Everyday-Things-Revised-Expanded-ebook/dp/B00E257T6C/ref=sr_1_1?crid=2FAQQ6HN40PVY&keywords=design+of+everyday+things&qid=1566403785&s=gateway&sprefix=design+of+every%2Caps%2C260&sr=8-1.
Throughout the term, you will consult another textbook, The UX Book, by Hartson and Pyla (ISBN-10: 0123852412). This book, which will be especially helpful as you work on assignments, is available electronically through the University Libraries. I will provide links to relevant chapters; therefore, you do not need to purchase The UX Book.

COMMUNICATION

Email
I am required to communicate with you through your UTK email address. If you prefer to use another address, consult the OIT Helpdesk to obtain directions for forwarding your UTK mail to your preferred address if you don’t wish to check both accounts.

COMPUTING REQUIREMENTS AND RESOURCES

Requirements
You will need a computer with access to the Internet to participate in this course. The learning management system for this course is Canvas, which can be located at utk.instructure.com. Lectures will be recorded and uploaded via Zoom, a video conferencing application. Assistance with Canvas and Zoom can be found by visiting the Office of Information & Technology’s website: oit.utk.edu.
Course Resources

- Center for Career Development
- Course Catalogs
- Hilltopics Student Handbook
- OIT Help Desk — You may also call 865.974.9900
- Schedule of Classes
- Student Health Center
- Student Success Center
- Undergraduate Academic Advising
- University Libraries

COURSE ATTENDANCE AND PARTICIPATION POLICIES

Attendance and Participation
Your participation in this course, as is the case in other courses, is essential to your success. I encourage you to collaborate with your peers. If you are ever uncertain, please reach out to me via email, phone, or visit me in my office. My job as an instructor is to facilitate your learning and help you best engage with the course material. The more effort you put into the course, the better your participation grade will be.

Inclement Weather
The chancellor (or appointed representative) may officially close or suspend selected activities of the university because of extreme weather conditions. When a decision to close is made, information is distributed to the campus community, shared with local media, and posted on the front page at http://utk.edu.

ADDITIONAL POLICIES AND POINTS OF INFORMATION

Disabilities that may Impede Learning
Any student who feels s/he may need an accommodation based on the impact of a disability should contact Student Disability Services in 2227 Dunford Hall at 865.974.6087, or by video relay at 865.622.6566 to coordinate reasonable academic accommodations.

Civility
Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, graciousness, cordiality, affability, amiability and courteousness. Civility enhances academic freedom and integrity, and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other’s well-being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus: http://civility.utk.edu/.
CCI Diversity Statement
The College of Communication and Information recognizes that a college diverse in its people, curricula, scholarship, research, and creative activities expands opportunities for intellectual inquiry and engagement, helps students develop critical thinking skills, and prepares students for social and civic responsibilities. All members of the College benefit from diversity and the quality of learning, research, scholarship and creative activities is enhanced by a climate of inclusion, understanding and appreciation of differences and the full range of human experience. As a result, the College is committed to diversity and equal opportunity and it recognizes that it must represent the diversity inherent in American society. The College is acutely aware that diversity and fairness are foundations that unite the College’s faculty, staff, students, and the larger communication and information community.

Instructor Status as a Title IX Mandatory Reporter
University of Tennessee faculty are committed to supporting our students and upholding gender equity laws as outlined by Title IX. Please be aware that if you choose to confide in a faculty member regarding an issue of sexual misconduct, dating violence, or stalking, we are obligated to inform the University’s Title IX Coordinator, who can assist you in connecting with all possible resources both on- and off-campus. If you would like to speak with someone confidentially, the Student Counseling Center (865.974.2196) and the Student Health Center (865.974.3135) are both confidential resources.
For additional resources and information, visit titleix.utk.edu.

ASSIGNMENTS, ASSESSMENTS, AND EVALUATIONS

Academic Integrity
Students should be familiar and maintain their Academic Integrity described in https://hilltopics.utk.edu/academics/, p. 15 as: “Study, preparation and presentation should involve at all times the student’s own work, unless it has been clearly specified that work is to be a team effort. Academic honesty requires that the student present his or her own work in all academic projects, including tests, papers, homework, and class presentation. When incorporating the work of other scholars and writers into a project, the student must accurately cite the source of that work.”

Students should abide by the Honor Statement (https://hilltopics.utk.edu/student-code-of-conduct/ Section X. Honor Statement)
“As a student of the University, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

Plagiarism
Plagiarism in any of its several forms is intolerable, and attention to matters of documentation in all written work is expected and required. Inadvertence, alleged lack of understanding, or avowed ignorance of the various types of plagiarism are not acceptable excuses.
Specific examples of plagiarism are:
1. Copying without proper documentation (quotation marks and a citation) written or spoken words, phrases, or sentences from any source;
2. Summarizing without proper documentation (usually a citation) ideas from another source (unless such information is recognized as common knowledge);
3. Borrowing facts, statistics, graphs, pictorial representations, or phrases without acknowledging the source (unless such information is recognized as common knowledge);
4. Collaborating on a graded assignment without the instructor’s approval;
5. Submitting work, either in whole or in part, created by a professional service and used without attribution (e.g., paper, speech, bibliography, or photograph).

Students who may be unsure of the nature of plagiarism should consult the instructor or a guide for writing research reports. (Additional resources are available at http://www.lib.utk.edu/instruction/plagiarism.)

Infractions of academic integrity are penalized according to the severity of the infraction but may include a course grade of “F.”

Preparation of Written Work
Your work must be checked for proper grammar and spelling, and any citations should follow the American Psychological Association (APA) guidelines.

Due Dates and Late Assignments
Please refer to the due dates posted in Canvas to ensure that you submit your assignments on time. If you do not submit an assignment on time, you will earn a zero for the assignment, unless you have received permission from the instructor.

Incompletes
Based on adopted University of Tennessee-Knoxville policy, a grade of I (Incomplete) is reserved for emergencies that prevent the student from completing the course on time. Incompletes are granted only under "the most unusual of circumstances" and solely at the discretion of the instructor. Plan your semester's course of study carefully to ensure sufficient time to complete the required work. For students who simply "disappear" without contacting the instructor and without completing the required form, an "F" is submitted.

Evaluation
Semester grades will be assigned according to the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
<th>Notes</th>
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<tbody>
<tr>
<td>A</td>
<td>93≤</td>
<td>(4 quality points per semester hour) superior performance.</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.99</td>
<td>(3.7 quality points per semester credit hour) intermediate grade performance.</td>
</tr>
<tr>
<td>B+</td>
<td>88-89.99</td>
<td>(3.5 quality points per semester hour) better than satisfactory performance.</td>
</tr>
<tr>
<td>B</td>
<td>83-87.99</td>
<td>(3 quality points per semester hour) satisfactory performance.</td>
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**Course Evaluation**

You will be invited via email to evaluate the course at the end of the term via TNVoice. Please participate in this valuable process. I also invite your comments throughout the course and read all comments, suggestions, and recommendations.

### Assignments: Descriptions and Due Dates

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Designs Project</td>
<td>500 Pts.</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Student-Centered Quizzes (2)</td>
<td>200 Pts.</td>
<td>2/9 and 3/29</td>
</tr>
<tr>
<td>Journal Entries (10 Required)</td>
<td>100 Pts.</td>
<td>Weekly</td>
</tr>
<tr>
<td>Participation</td>
<td>200 Pts.</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Total Points Possible</strong></td>
<td><strong>1,000 Pts.</strong></td>
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**Volunteer Designs Project**

This term, you will work with fellow team members of **Volunteer Designs** to improve an existing application or website or design a new user-centered interface. To make this happen, your team will complete the following tasks:

- Identify an existing application or website in need of improvement, or brainstorm a new interface
- Conduct research with current or prospective users
- Develop a prototype of the redesigned or new interface
- Evaluate your design
- Present your final design to your colleagues
Because this course is hands-on, each team member is expected to be involved and make substantial contributions throughout the design process. Therefore, communication and dedication are essential to your success.

**Student-Centered Quizzes (2)**
Students will be responsible for suggesting questions to be included in two quizzes this term. In teams, students will propose multiple-choice, true-false, and short-answer questions that they believe are worth asking. I will award bonus points to those teams whose questions are included in the quizzes.

**Journal Entries (10 Required)**
During the term, students will reflect on their learning experiences in a series of journal entries. Although there are 12 journal entries, students are only responsible for completing 10 entries. These journal entries are private and will not be shared with anyone else.

**DISCLAIMER**

*The instructor reserves the right to revise, alter, or amend this syllabus as necessary. Students will be notified in writing of any such changes.*