

INSC 311 Spring 2021 Syllabus

COURSE INFORMATION

INSC 311 (User-Centered Design), Spring 2021, 3.0 Credit Hours
University of Tennessee, Knoxville
Course Mode: Online, asynchronous

Faculty Contact Information

- Iman Tahamtan
- Pronouns: he/him/his
- tahamtan@vols.utk.edu
- Course Web Page: [link](#)
- By appointment via Zoom



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

I want to welcome everyone to the new academic year! I am looking forward to a terrific semester with you. We are here to support you every step of the way.

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.

COURSE INFORMATION

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.

Course Design

This course is delivered **asynchronously** via Canvas, the university's learning management system. Canvas can be accessed via utk.instructure.com. Each module contains assignments, quizzes, recorded lectures, and other related video content designed to facilitate your learning of course concepts. Should you encounter any technical difficulties, please consult the Office of Information Technology's website: oit.utk.edu

Please note that asynchronous online courses, while offering utmost flexibility and convenience for your personal schedule, require a high level of self-direction and self-discipline. It is essential that you treat this course as you would any course that meets live on specific days and at a particular time. It is suggested that you schedule regular times to view lectures and complete work for this course so that you stay on pace and do not fall behind. Your "attendance" is noted when you view the recorded class lectures on Canvas. Be aware that the instructor can see if you have viewed the recordings.

Required Text(s)

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/dp/0465050654>

Throughout the term, you will consult another textbook, *The UX Book*, by Hartson and Pyla (ISBN-10: 0128053429). 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*.

OTHER READINGS/VIDEOS

Additional required readings will be assigned throughout the semester and will be posted to the weekly modules in Canvas. In addition to viewing the recorded lectures, you will be required to regularly view additional videos which will be posted to Canvas in the folder for each week's session. These videos may not be listed on the course schedule below but are considered a part of the lecture for the week. They are intended to give you a mix of content versus having to watch a recorded lecture that is much longer in length. As such, viewing these videos is a requirement of the course.

COMMUNICATION

Email

The instructor is 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 email to your preferred address if you do not wish to check both accounts.

Instructor Availability

Please don't hesitate to email me with updates, questions, or concerns. I will typically respond within 24 hours during the week and 48 hours on the weekend. I will notify you if I will be out of town and if connection issues may delay a response.

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](#)
- [OIT Help Desk](#)—You may also call 865.974.9900
- [Course Catalogs](#) (Listing of academic programs, courses, and policies)
- [Hilltopics](#) (Campus and academic policies, procedures and standards of conduct)
- [Schedule of Classes/Timetable](#)
- [Student Health Center](#) (visit the site for a list of services)
- [Student Success Center](#) (Academic support resources)
- [Undergraduate Academic Advising](#) (Advising resources, course requirements, and major guides)
- [University Libraries](#) (Access to library resources, databases, course reserves, and services)
- [Center for Career Development](#) (Career counseling and resources; HIRE-A-VOL job search system)

Technical Support

The Office of Information Technology (OIT) provides support and training in using various technologies for students at no charge (see: oit.utk.edu).

COURSE ATTENDANCE AND PARTICIPATION POLICIES

Learner Expectations

- **Complete all assigned reading prior to attending each class session.** Each lecture will assume that you know the information that is in the readings, and will build upon it.
- **Complete all assignments and submit them on time,** using the format and procedure specified by the instructor.
- **Check your e-mail and Canvas regularly.**
- **Be respectful of others**
- **Actively contribute to the learning activities in class.**
- **Abide by the UT Honor Code.**

Instructor Expectations

- Be prepared for all classes.
- Evaluate all work fairly and equitably.
- Be respectful of all students.
- Create and facilitate meaningful learning activities.
- Behave according to University codes of conduct.

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 or Zoom. 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. Attendance is necessary in this course. **Your “attendance” is noted when you view the recorded class lectures on Canvas.** The instructor can see if you have viewed the recordings.

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, it applies to all classes (whether on-campus or online). The information is distributed to the campus community, shared with local media, and posted on the University homepage at <http://utk.edu/>

ADDITIONAL POLICIES AND POINTS OF INFORMATION

Disability Services

Any student who feels they may need an accommodation based on the impact of a disability should contact [Student Disability Services](#) in Dunford Hall at 865-974-6087, or by video relay at 865-622-6566, to coordinate reasonable academic accommodations.

University Civility Statement

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. For more information, see the [UT Principles of Civility and Community](#).

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 with the [Hilltopics Student Handbook](#), and comply with all academic policies. This includes the University of Tennessee Honor Statement and the Academic Integrity Policy.

The Honor Statement reads: *"An essential feature of the University of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. '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.'"* For more information, see the Honor Statement on the Academic Policies and Procedures page of the current [catalog](#) for student and faculty responsibilities.

The Academic Integrity policy reads: *"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."* For additional information, see the [Student Code of Conduct](#).

Plagiarism

Plagiarism in any of its 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. Resources are available through the University Libraries, including a [Citing Sources guide](#).

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

Assignments

This table provides a brief summary of assignment by name, point value and percentage of final grade. A brief description of each assignment follows the table.

Assignment	Point Value	Percentage of Final Grade	Due Date
User-Centered Design Project	500 Pts.	50%	Ongoing
Student-Centered Quizzes	200 Pts.	20%	Course Calendar
Journal entries	180 Pts.	18%	Weekly
Attendance and Participation	80 Pts.	8%	Ongoing
Reflection on the course	40 Pts.	4%	Course Calendar
TOTAL	1000 Pts.	100%	

User-Centered Design Project (500 pts.)

This term, you will work with fellow team members of User-Centered Design Project 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 (6)

During the term, students will reflect on their learning experiences in 6 journal entries. These journal entries are private and will not be shared with anyone else.

Attendance and Participation (80 pts.)

Canvas provides statistics about whether or not a student has “attended” a recorded class session, which allows me to “take roll” just as I would in a traditional class. Your participation in designing the student-centered quiz questions, introduce yourself, etc. will also contribute to your participation grade.

Reflection on the course (40 pts.)

In this assignment you are expected to write a minimum of 300-to-500-word reflection about the course.

Preparing Assignments

Student work is assigned a grade based on quality of thought and writing style, thoroughness of research and of references, appropriateness of length, and originality. Only exceptional work will receive an "A" grade.

- *Please use either APA or Harvard citation styles.*
- *All sources must be cited; quotations must be formatted and attributed correctly. Not doing so constitutes plagiarism.*
- *Grades for assignment submissions that include **incomplete in-text citations or reference lists** will be lowered by one-half grade level (e.g., an assignment that would have received 17/20, or an 85/100 will be lowered to 16/20, 80/100).*
- *All assignments must be word-processed, double-spaced and include your name, date, and course number (i.e., Student Name(s), Date, INSC 311)*

Submitting Assignments

Assignments should be submitted to the “assignments” area of Canvas and are due on/by 11:59 p.m. EST/EDT on the due date listed on the syllabus, unless otherwise noted on the syllabus (such as for your final exam). I will download the submissions from Canvas early the next morning. **I will ONLY download assignments from Canvas ONCE.** Therefore, if your assignment is not submitted by the deadline...

- *You must send me an email informing me that your assignment will be late, and why. **Not doing so will result in a 25%-point deduction for each day I don't hear from you.***
- *When it's ready, you must submit it to me via email, as an attachment*
- *25% point will be deducted for each 24-hour period the assignment is not turned in.*

- An assignment submitted 5 days after the due date and time **will not receive credit**. To be clear, this means a grade of zero.

Assigning Grades

Please note that I will mark your paper with my comments and provide a point score. If you'd like to compute a letter grade based on the score provided, divide your score by the total points possible for the assignment. For example, if you earned 23 out of 25 points on an assignment, your percentage grade would be 92. Your final semester grade will be based on total points earned/total possible points over the course of the semester.

Grading Scale

Semester grades will be assigned according to the following scale:

A	93-100	Superior performance (4 quality points)
A-	90-92.99	Intermediate superior performance (3.7 quality points)
B+	88-89.99	Very good performance (3.3 quality points)
B	83-87.99	Good performance (3.0 quality points)
B-	80-82.99	Intermediate good performance (2.7 quality points)
C+	78-79.99	Fair performance (2.3 quality points)
C	73-77.99	Satisfactory performance (2.0 quality points)
C -	70-72.99	Unsatisfactory performance (1.7 quality points)
D+	68-69.99	Unsatisfactory performance (1.3 quality points)
D	63-67.99	Unsatisfactory performance (1.0 quality points)
D -	60-62.99	Unsatisfactory performance (0.7 quality points)
F	0-59.99	Failure performance (0.0 quality points)
S		Satisfactory; only assigned for C or better work when a course is taken on a S/NC grading basis. Carries no point value.
NC		No Credit; indicates failure to complete a course satisfactorily, and is only assigned for C- or worse work when a course is taken on a S/NC grading basis. Carries no point value.
I		Under extraordinary circumstances and at the discretion of the instructor, the grade of I (Incomplete) may be awarded to students who have satisfactorily completed a substantial portion of the course but cannot complete the course for reasons beyond their control. An I carries no quality points. If the I grade is not removed within one calendar year or upon graduation, it shall be changed to an F and count as a failure in the computation of the grade point average.
W		Indicates student has officially withdrawn from the course or the university. Carries no point value.

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 insure 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.

GRADING DISPUTE

Grading by its very nature is a subjective process, and it is virtually impossible to design exercises that can be objectively quantified with precise numeric scores. If you need clarification for the grade you receive, please make your request immediately after the distribution of the assignments; after one week, the grades reported to you are final.

COURSE EVALUATION

You will be invited by 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.

DISCLAIMER

Be aware revisions may be made to this syllabus over the course of the semester. As such, the content contained within may be subject to change.

COURSE OUTLINE

Week	Date	Module	Topic	Class Activities/Readings	Deliverables
1	01/20	Interacting with Technologies	Course Overview	Introductory to course Chapter 1 (Norman, 2013) Chapter 1 (Hartson & Pyla)	<ul style="list-style-type: none"> Introduce yourself (due next week on 01/27)
2	01/27		<ul style="list-style-type: none"> Human- centered design Interacting with technologies Design Team Formation 	Chapter 2 (Norman, 2013) Chapter 3 (Norman, 2013) Chapter 30 (Hartson & Pyla, 2019)	<ul style="list-style-type: none"> Journal Entry 1 (due on 02/03)
3	02/03		<ul style="list-style-type: none"> Mapping Constraints Error preventions 	Chapter 4 (Norman, 2013) Chapter 4 (Hartson & Pyla, 2019)	<ul style="list-style-type: none"> Design Project: Potential interfaces (due 02/10)
4	02/10	Designing asystem	<ul style="list-style-type: none"> Design thinking Design lifecycle System concept statement 	Chapter 5 (Norman, 2013) Chapter 6 (Hartson & Pyla, 2019)	<ul style="list-style-type: none"> Design Project: Proposal with system concept statement (due 02/17)

5	02/17	Consulting users	<ul style="list-style-type: none"> Contextual Inquiry 	<ul style="list-style-type: none"> Chapter 3 (Hartson & Pyla, 2019) Chapter 29 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> Journal Entry 2 (due on 02/24)
6	02/24		<ul style="list-style-type: none"> Usage Research Data Analysis 	<ul style="list-style-type: none"> Chapter 7 (Hartson & Pyla, 2019) Chapter 8 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> First online quiz (due on 03/03)
7	03/03		<ul style="list-style-type: none"> Contextual analysis Extracting design requirements 	<ul style="list-style-type: none"> Chapter 9 (Hartson & Pyla, 2019) Chapter 10 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> Design project: work activity affinity diagram (WAAD) (due 03/10) Journal Entry 3 (due on 03/10)
8	03/10	Developing a design	<ul style="list-style-type: none"> User personas Ideation Sketching 	<ul style="list-style-type: none"> Chapter 15 (Hartson & Pyla, 2019) Chapter 20 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> Design project: user requirements (due 03/17)
9	03/17		<ul style="list-style-type: none"> Nature of design Generating Ideas Mental models and conceptual design 	<ul style="list-style-type: none"> Chapter 12 (Hartson & Pyla, 2019) Chapter 14 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> Design project: user persona (due 03/24) Journal Entry 4 (due on 03/24)
10	03/24		<ul style="list-style-type: none"> Prototyping 	<ul style="list-style-type: none"> Chapter 20 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> Design project: prototype (due 03/31)
11	03/31	Evaluating a design	<ul style="list-style-type: none"> Evaluation methods Heuristics Usability report 	<ul style="list-style-type: none"> Chapter 21 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> Journal Entry 5 (due on 04/07)

12	04/07	UX Research	<ul style="list-style-type: none"> • Data analysis 	<ul style="list-style-type: none"> • Chapter 25 (Hartson & Pyla, 2019) • Chapter 26 (Hartson & Pyla, 2019) 	<ul style="list-style-type: none"> • Design project: peer usability report (due 04/14)
13	04/14	Careers and future thinking	<ul style="list-style-type: none"> • Careers in user-centered-designs 	-	<ul style="list-style-type: none"> • Second online quiz (due on 04/21) • Journal Entry 6 (due on 04/21)
14	04/21	Project /wrap up	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Work on Final Project 	<ul style="list-style-type: none"> • Work on final project
15	04/28	Project /wrap up	<ul style="list-style-type: none"> • Present final project 	Present final project	<ul style="list-style-type: none"> • Design Project Presentations (due 04/28)
16	05/05	Project /wrap up	<ul style="list-style-type: none"> • Final reports 	Final reports	<ul style="list-style-type: none"> • Design project individual report (due 05/05)