User-Centered Design (INSC 311), Fall 2019
School of Information Sciences, College of Communication & Information
University of Tennessee, Knoxville

Course Section: 001
Meeting Time and Place: Asynchronous via Canvas
Course Credit Hours: 3.0

Instructor Information

Kevin J. Mallary
Graduate Teaching Associate, School of Information Sciences
M.A. in Communication, Wake Forest University
B.A. in Communication, Wake Forest University
Email: kmallary@utk.edu
Web: cci.utk.edu/users/kevin-mallary
Phone: (336) 655-3286
Office: Communications 102
Hours: Available by Appointment

I strive to return assignments and grades within a week following their respective due dates. I return emails and phone calls within 24–48 hours, excluding weekends, holidays, and breaks.

Course 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.
INSC 311 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 Text

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?keywords=design+of+everyday+things&qid=1566403785&sr=8-1.

Throughout the term, I will upload PDFs from another textbook, *The UX Book*, by Hartson and Pyla (ISBN-10: 0123852412). This book will be especially helpful as you work on assignments.

Academic Integrity

“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.”

You can learn more about UT’s academic policies and standards by reviewing the Hilltopics Student Handbook.

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: civility.utk.edu/

Disability Services
Any student who feels s/he 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.

Online Learning Component

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.

Submitting Assignments

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.

Assignments & Grading

The following assignments will comprise your final grade in the course:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Designs Project</td>
<td>500 Pts.</td>
</tr>
<tr>
<td>Student-Centered Quizzes (2)</td>
<td>200 Pts.</td>
</tr>
<tr>
<td>Journal Entries (10 Required)</td>
<td>100 Pts.</td>
</tr>
<tr>
<td>Participation</td>
<td>200 Pts.</td>
</tr>
<tr>
<td>Total Points Possible</td>
<td>1,000 Pts.</td>
</tr>
</tbody>
</table>

Specific guidelines for these assignments will be shared throughout the term. Please refer to the due dates posted in Canvas to ensure that you submit your assignments on time.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>940—1,000 Pts.</td>
</tr>
<tr>
<td>A-</td>
<td>900—939 Pts.</td>
</tr>
<tr>
<td>B+</td>
<td>860—899 Pts.</td>
</tr>
<tr>
<td>B</td>
<td>840—859 Pts.</td>
</tr>
<tr>
<td>B-</td>
<td>800—839 Pts.</td>
</tr>
<tr>
<td>C+</td>
<td>760—799 Pts.</td>
</tr>
<tr>
<td>C</td>
<td>740—759 Pts.</td>
</tr>
<tr>
<td>C-</td>
<td>700—739 Pts.</td>
</tr>
<tr>
<td>D+</td>
<td>660—699 Pts.</td>
</tr>
<tr>
<td>D</td>
<td>640—659 Pts.</td>
</tr>
<tr>
<td>D-</td>
<td>600—639 Pts.</td>
</tr>
<tr>
<td>F</td>
<td>599 Pts. &amp; Below</td>
</tr>
</tbody>
</table>
Expectations for Assignments

Assignments should be submitted via Canvas no later than their respective due dates. 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.

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

In lieu of a midterm or final examination, you will take two quizzes on material covered in the textbook and recorded lectures. Be sure to submit each quiz on time, because it will not be counted if submitted late.

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.

Course Assessment

At UT, it is our collective responsibility to improve the state of teaching and learning. During the semester, you may be requested to assess aspects of this course either during class or at the completion of the class. You are encouraged to respond to these various forms of assessment as a means of continuing to improve the quality of the UT learning experience.

Key Campus Resources for Students

- 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

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