DIG 3124 Experience Design for Social Engagement
Spring 2022

Course Meetings: T | Period 8 - 9 (3:00 PM - 4:55 PM)
                    R | Period 9 (4:05 PM - 4:55 PM)

Course Location: NRG 0207

About the Course

Course Description

In this course, students will combine all of the skills they've learned in DIG3124 to create a design that meets the needs of a diverse set of users. The particular focus of the design is on social engagement that addresses critical social issues such as sustainability, diversity, inclusion, and accessibility. Designing for social good is a way for UX designers to take problems in their community and address them. Students will work in a group throughout the course to complete the design process (user research, ideate, building wireframes, designing a prototype, and usability testing). Students will build a web portfolio for job applications.

Course Prerequisites

DIG 3124 Principles of Interactivity and Usability with minimum grade of C

Learning Outcomes

- Understand social issues relevant to UI/UX design.
- Conduct research to understand the unique needs of the target audience and their challenges.
- Develop and test innovative ideas through a rapid iteration cycle.
- Apply each step of UX design process (empathize, define, ideate, prototype, user test) to create digital products for social good and engagement
- Build wireframes, and low-fidelity and high-fidelity prototype using various digital tools
- Build a responsive website for the web portfolio

Materials & Books

Required Tool

- **Prototyping Tool:** Adobe XD, Figma, Sketch etc.
- **Website builder:** Wordpress

Textbook

- While there is no textbook for this course, significant readings will be assigned from research articles and Harvard Business Review. All readings will be available on Canvas.

Course Schedule

This schedule is only a guide and is subject to change.

WEEK	SUBJECT	ASSIGNMENT/QUIZ
W 1	Course Introduction	
W 2	UX Design Process Overview Design Thinking Process	Reading 1 Exercise 1
Qualitative Research and Accessible Design		
W 3	Accessibility and UX Design Inclusive Design Guidelines	Reading 2 Exercise 2
W 4	What is Qualitative Research Ethnography and Focus Group Interview	Reading 3 Exercise 3
W 5	Group Project 1: Proposal Analyzing Qualitative Data	Group Project 1
Quantitative Research and Service Design		
W 6	What is Service Design Educational Technology	Reading 4 Exercise 4
W 7	Evaluating Your Design and Usability Testing Quantitative Data and Data Analysis	Reading 5
UX Design Process		
W 8	Collecting User Requirements Develop Persona and User Journey Map	Exercise 5
W 9	Ideate and Brainstorming Sketch and Wireframe	Exercise 6
W 10	*Spring Break*	
W 11	Develop a Prototype Prototyping Tool: Adobe XD	Exercise 7
W 12	Group Project 2: User Research and Wireframe	Group Project 2
Building a Portfolio Website		
W 13	What Makes a Good Portfolio Portfolio Elements for UX Designers	Exercise 8
W 14	Developing a Website Website Builder: Wordpress	Exercise 9
W 15	Writing a Resume Publish Your Web Portfolio	Exercise 10
W 16	Final Group Presentation	Final Project, Portfolio

Grading Criteria

Assignment / Assessment	Sub points	%
Attendance: Attendance is mandatory. Students are allowed three unexcused absences. Please see the course policy for further details on attendance policy.		5
Participation and Feedback: Students are expected to actively participate in class discussions. Students will be asked to provide feedback and comments on the presentation of others. The feedback should be respectful and thoughtful.		10
Reading: Students should come to the seminar to discuss assigned article in reasonable depths and to present their ideas about the major ideas and contribution, or shortcoming of each reading. Students will be also responsible for writing up an approximately one-page summary focusing on research ideas from the reading.		15
Exercise: To demonstrate your mastery of concepts of experience design, students will complete in-class exercises. Detailed assignment descriptions and instructions will be posted on the Canvas.		20
Portfolio Website: Students will develop a portfolio website that includes their bio, resume, and summary of their group project. Please note that this portfolio should be submitted individually, not as a group.		20
Group Project: Students will work in teams for their final project. The group project will consist of several different components, the full descriptions of which will be posted on the Canvas. Each component must be conducted and submitted as a group.		30
Project 1. Proposal Presentation	5	
Project 2. User Research and Wireframe	5	
Final Presentation	15	
Peer Evaluation	5	
TOTAL		100

Grading Scale

Letter Grade	% Equivalency
A	94 – 100%
A-	90 – 93%
B+	87 – 89%
B	84 – 86%
B-	80 – 83%
C+	77 – 79%
C	74 – 76%
C-	70 – 73%
D+	67 – 69%
D	64 – 66%
D-	60 – 63%
E, I, NG, S-U, WF	0 – 59%

More information on grades and grading policies is here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Course Policies

Late Submission

All course work (including, but not limited to: assignments, quizzes, and group projects) must be submitted no
later than the due date unless prior arrangements are made with the instructor.

- **Penalty for late submission:** If a student submits an assignment after the due date without having made arrangements, **1 point will be deducted for each date.**
- **Deadline Extension:** To request a deadline extension, please contact the instructor **at least 3 days prior to the deadline.**

Make-Up Policy for Missing Quizzes or Group Presentation

Unless students have acceptable reasons for missing quizzes and group project presentations, **the maximum grade the students can receive is half points of their original grade.** For example, if you missed your quiz without prior arrangement, you could receive 50% of your grade when you retake the quiz (e.g., 10 points → 5 points).

Attendance

Attendance is mandatory. Students are allowed three unexcused absences. **If you miss more than 3 classes during the semester, each additional absence will lower your overall grade by 5 points.** Exempt from this policy are only those absences involving university-sponsored events, such as athletics and band, and religious holidays, family emergencies, and health issues for which you must provide appropriate documentation in advance of the absence.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

Course Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Course Recordings

Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

Creation of Original Content Ethics

For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity,

and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right to not show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. We encourage students to consult with their faculty when producing work that might be considered controversial, and to err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Materials and Supply Fees

Material and supply and equipment use fee information are available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for this class is $0.00. The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/)

Course Technology

The students will be required to have access to and use a personal computer with access to the Internet. Word editing software will be required for written assignments.

The University of Florida and Digital Worlds requires that students have access to and ongoing use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires each student's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met. https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/

Course Technology Support

Technology Support Center

The Technology Support Center provides computer support for Digital Worlds students who access Zoom, lecture recordings, student equipment, facilities, and other technology-based resources. http://digitalworlds.ufl.edu/support

For computer assistance related to Zoon, lecture recordings, student equipment, and facilities requests please email support@digitalworlds.ufl.edu.

UF Computing Help Desk

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

University Policies

University Honesty Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Class Demeanor

Students are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Netiquette Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats, more information can be found at: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: https://catalog.ufl.edu/UGRD/academic-regulations/ferpa-confidentiality-student-records/

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/

Campus and Academic Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.

University Police Department: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the Student Honor Code and Student Conduct Code webpage for more information.

Online Students Complaints: View the Distance Learning Student Complaint Process.

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.