

Fall 2021  
**DMD 310**  
Department of Digital  
Media & Design

# USABLE DESIGN

MON | WED | FRI  
10:00 A.M. - 10:50 A.M.  
McGOVERN 129

• Professor Kyle Herges  
• McGovern Library 131  
• [kyherges@dwu.edu](mailto:kyherges@dwu.edu)  
• 605.995.2678

## WHAT YOU'LL LEARN:

- » User centered design (UCD) process
- » Application of the UCD process to everyday life
- » Industry standard terminology
- » Problem solving
- » Innovation

## COURSE DESCRIPTION

Students are trained in user centered design and effectively applying it beyond the Internet. Usability is the most important part of any design whether designing a web site, a mobile app or even a doorknob. Students will learn to appreciate functional design and learn to look at the design of everyday things differently.

## TEXTBOOK & SUPPLIES

- » Universal Principles of Design - ISBN: 978-1-59253-587-9
- » Usability resources: <http://usability.gov>
- » Students must have at least a 5GB flash drive or SD card. Computers can sometimes crash and not having a back-up is asking for trouble. Someone being on your computer or having a computer crash will not be accepted as an excuse for not completing an assignment.
- » We will be using other helpful websites throughout the semester. Be sure to keep these URLs as they will be valuable tools both inside and outside of the classroom.

## ASSESSMENT & EVALUATION

I'm looking for quality & professionalism. Each assignment will be graded on the following criteria. Assignments that are late will deduct 10 points per day after due date/time. All assignments will be defined on Canvas & most will be submitted through Canvas.

- » Design (Contrast, Repetition, Alignment, Proximity, Leading lines, etc.)
- » Presentation & Critiques (Presenting your work and providing useful feedback during
- » Content (Thorough, complete, professionalism, voice and tone)
- » Following Directions

## TEACHING PHILOSOPHY

I believe everyone is born with creativity. Pushing students to creatively test themselves and take risks is what prepares them to function efficiently and effectively in a competitive, ever-changing, discipline. I strive to challenge within an open atmosphere that promotes communication, teamwork, curiosity and creative criticism.

I promote thinking differently and I fully understand that everyone learns differently. My role is to educate students and act as another resource in their quest for more information. Project based classes not only get students engaged but it also prepares them for life after college. Individual projects allow for self-expression while putting communication and troubleshooting solely on one person. Team projects promote internal communication and teamwork, while offering inspiration for both process and design.

## ASSIGNMENTS & PROJECTS

We will work together during class to complete a project that will assist you outside of class. This will be your opportunity to learn the software hands-on as well as to ask questions during class. Your grade for these in-class assignments will be included in your attendance for the day. Projects, quizzes and tests will be graded and viewed as an opportunity to apply your knowledge of the material presented in class. There will be 'work days' during the semester to further explore the software, ask questions and have an opportunity for more one-on-one instruction.

Each assignment will have it's own grading criteria. All assignments will be explained and turned in on Canvas. Assignments that are late will deduct 10 points per day after due date. All assignments will be on Canvas and most will be submitted through Canvas.

## ATTENDANCE

This course depends on your contribution to discussion & your participation in classroom activities. As a result, attendance is expected on the face-to-face meeting days. Students are expected to attend class & pay attention, take exams & submit assignments on the day they are due. If you miss class it is your responsibility to find out about any upcoming assignments, notes, etc. Attendance will be taken for each class period. Unannounced in-class assignments & quizzes may be given at any time, & there is no "make-up" for these activities. At the end of the semester, especially if your grade is on the "borderline", your attendance record will help to determine your final grade. The student must clear all excused absences ahead of time with the instructor.

## QUIZZES

Quizzes will be timed and online based through Canvas. The quizzes will be based on the reading assignment or class material from the previous class period.

## DISCUSSIONS

We may use discussion topics throughout the semester. Each week discussion topic will be presented on Canvas and worth 10 points. When we do have discussions, you must participate. The discussion due dates will clearly be labeled so make sure you watch the close dates in Canvas. Contribute to the main conversation with professional and thoughtful responses. No late posts unless otherwise permitted.

You will also need to comment on at least two of your classmate's responses. Again, be professional. You don't have to agree with everything everyone is saying but be constructive with your remarks and provide details. Since the discussion is open all week, don't wait until the last minute to post because these types of post often don't benefit anyone.

## OUTCOMES

### Program Learning Outcomes

- » Artistic Mastery
- » Communication
- » Personal Reflection

### University Learning Outcomes

- » Critical & Collaborative Thinking
- » Effective Expression
- » Personal Growth & Maturity

## COURSE UNITS

<b>WEEK ONE</b>	Aug 23 - 29	<b>WEEK TEN</b>	Oct 25 - 31
Class Overview Usability 101 Reading1 and 2		Persuasive Design Top Down Lighting Bias, Red Effect, Threat Detection, Visuospatial Res.	
<b>WEEK TWO</b>	Aug 30 - Sep 5	<b>WEEK ELEVEN</b>	Nov 1 - 7
Heuristic Evaluation Accessibility, Consistency, Closure, Errors		Lean Design Confirmation, Constraint, Iconic- Flight-Forfeit, Orientation Sens.	
<b>WEEK THREE</b>	Sept 6 - 12	<b>WEEK TWELVE</b>	Nov 8 - 14
No Class Sept 6th Project Management & Plan Highlighting, Mapping, Nudge, Performance Load		Usability Considerations Signal-to-nose-ratio, Wayfinding, Desire Line, Entry Point	
<b>WEEK FOUR</b>	Sept 13 - 19	<b>WEEK THIRTEEN</b>	Nov 15- 21
Competitive Analysis Affordance, Hierarchy, Progressive Disclosure, Recognition over recall		Representation, Interface Effects, Layering, Law of Pragnanz	
<b>WEEK FIVE</b>	Sept 20 - 26	<b>WEEK FOURTEEN</b>	Nov 22 - 28
User Research - Personas Personas, Face-ism Ratio		Thanksgiving Break No Classes	
<b>WEEK SIX</b>	Sept 27 - Oct 3	<b>WEEK FIFTEEN</b>	Nov 29 - Dec 5
User Research - Task Analysis Visibility, Fitts Law, Hicks Law, Mental Model		Chunking, Serial Position Effect	
<b>WEEK SEVEN</b>	Oct 4 - 10	<b>WEEK SIXTEEN</b>	Dec 6 - 12
No Class Oct 11 - User Research - Use Cases & Scenarios, Horror Vacui, F.G. Relationship, Five Hat Racks, G. Continuation		Work on Final	
<b>WEEK EIGHT</b>	Oct 11 - 17	<b>WEEK SEVENTEEN</b>	Dec 13 @ 10 a.m.
Wireframes and IA Control, Gutenberg Diagram, Readability, Inattention blindness		Final	
<b>WEEK NINE</b>	Oct 18 - 24		
Prototyping and Testing Constancy, Contour Bias, Uniform Connectedness			

## GRADING SCALE

**A - EXCELLENT** 100% ~ 90%

Superior performance on all levels of evaluation, participation in class critiques, punctual attendance and meeting deadlines of all projects.

**B - VERY GOOD** 89% ~ 80%

Significantly above the level necessary to meet the requirements.

**C - AVERAGE** 79 ~ 70%

Meet the course requirements in every respect.

**D - BELOW AVERAGE** 69% ~ 60%

Failed to meet fully the course requirements.

**F - INCOMPLETE/LATE** 59% ~ 0%

Signify that the work is either completed, but at the level of achievement that is not worthy of credit, or was incomplete.

## GRADING POLICY

### POINTS WILL BE EARNED THROUGH COMPLETION OF THE FOLLOWING ACTIVITIES:

Attendance	150 points
Projects & Assignments	1500 points
Quizzes	150 points
Final	200 points

At the instructor's discretion additional points and "opportunities" may be added to the potential number of points possible. Instructor reserves the right to change the assignment schedule for the course.

## DWU MISSION

As an inclusive educational community, Dakota Wesleyan University provides a transformative learning experience that cultivates enduring intellectual growth, ethically grounded leadership, intentional faith exploration, and meaningful service.

## DMD MISSION

The Digital Media and Design major prepares aspiring professionals in the field of design by coupling the latest design trends and technologies with the communication skills necessary to succeed professionally.

## IMPORTANT NOTES

The design of this document is presented in a way that all space needs to be occupied by some sort of content. It's kind of a symmetry thing. If you don't know what symmetry is, you will soon find out within the course materials.

Recent changes to what faculty must provide within the standard syllabus has changed, leaving me with little or no content for this section of the document. Instead of modifying the entire document, I opted for some filler text that you will hopefully find somewhat entertaining. I use fill text often but enjoy writing it on the fly. Imagine how incomplete this document would look without this chunk of text. Not good.

Enjoy the extra page of content for the legal stuff. Have a great semester.

## ACADEMIC SUCCESS & CAREER SERVICES

The Academic Success and Career Services Center is located on the second Floor of the McGovern Library. This center offers a wide range of academic support and career planning services. Services include selecting or changing a major, preparing for standardized tests, applying to graduate schools, tutoring, writing assistance, identifying strengths and talents, career preparation, and many more. The center is also a place for students to learn, collaborate, and study. For more information and/or questions, please contact:

Kristy Zink, Academic Success and Career Services Coordinator  
Office: McGovern Library, Room 202  
Phone: (605) 995-2904

## TITLE IX

In support of its mission, Dakota Wesleyan University is committed to maintaining a healthy and safe learning, living, and working environment that promotes responsibility and respect among all members and guests of the campus community. This is an environment in which no one is unlawfully excluded from participation in, denied the benefits of, or subjected to discrimination in any university program or activity on the basis of gender, sex, sexual orientation, sexual identity, gender identity, or gender expression. Individuals wishing to discuss a Title IX issue or file a formal complaint should contact the Title IX Coordinator.

Tom Hoek, Director of Student Life  
Office: Rollins Campus Center  
Phone: (605) 995-2160  
tom.hoek@dwu.edu

## STUPID COVID-19 POLICY

DWU's first priority during the 2021-2022 academic year is the health and welfare of the university community. Therefore, if you are exhibiting possible COVID-19 symptoms or need to self-isolate because you have been exposed to someone with COVID-19, please do not attend class. Students are not being penalized for missing class for reasons related to COVID-19 (i.e. sickness, quarantine, close contact, etc.) during the 2021-2022 academic year. Research continues to document a strong correlation between class attendance and academic performance (i.e. students who do not attend class regularly tend to perform poorly academically). Students who are absent for class remain responsible for the work covered during the class sessions that they miss and are strongly encouraged to keep up with class assignments during their absence.

# ACADEMIC POLICY

Dakota Wesleyan University is dedicated to the achievement of academic excellence, the building of character and the pursuit of lifelong learning. To be successful in realizing these goals, honesty and integrity must be a part of every learning opportunity on campus. Academic dishonesty breaks the trust necessary for the building of community, the promotion of authentic learning, and the nurturing of spiritual values. All members of the institution, including faculty, staff and students, share the responsibility to report incidents of academic dishonesty.

Academic dishonesty includes, but is not limited to, any act of cheating, fabrication, plagiarism, abuse of resources, forgery of academic documents, dissimulation, sabotage and any act of facilitating or aiding any of the foregoing.

The following definitions are intended to clarify this policy and not to exhaustively catalog all possible forms of academic dishonesty.

- Cheating is using or attempting to use unauthorized materials, electronic devices, information or study aids in any academic exercise. Examples: copying homework, copying someone else's test, using unauthorized information such as a cheat sheet, using a cell phone during an exam.
- Fabrication is the falsification or invention of any information or citation in any academic exercise. Examples: making up a source, knowingly giving an incorrect citation, intentionally misquoting a source.
- Plagiarism is the representation of the words and ideas of another as one's own in any academic exercise.
- Dissimulation is the disguising or altering of one's own actions so as to deceive another about the real nature of one's actions with respect to an academic exercise. Examples: fabricating excuses for such things as missing classes, postponing tests, handing in late papers, turning in a paper for one class that was originally written for another class (when original work is requested).
- Abuse of resources is the damaging of any resource material or inappropriate limiting of access to resource material necessary for academic work. Examples: destroying or hiding library materials; removing non-circulating material from the library; hiding or stealing another person's textbook, notes or software; failure to return library materials when requested by the library.
- Forgery of academic documents is the unauthorized changing or construction of any academic document. Examples: changing transcripts, changing grade books, changing grades on papers that have been returned, forging signatures, signing other students in to class when they are not present.
- Aiding and abetting academic dishonesty is knowingly facilitating any of the activities described in this policy or any other incidents of academic dishonesty not specifically described here.

## Violations of Academic Integrity Policy

Violations of this academic integrity policy will, at the discretion of the faculty member, result in one of the following:

- a reprimand (written or verbal) for unintentional violations;
- a zero (or other significant grade reduction) for the assignment (paper, exam or project) for intentional or flagrant violations; or
- a grade reduction or failing grade in the course for intentional or flagrant violations.

Unintentional infractions may be reported to the provost at the discretion of the faculty member. All infractions deemed by a faculty member to be intentional must be communicated to the student and reported to the provost, using the required form. The provost shall keep a record of all reported infractions and accompanying sanctions in his or her office. The provost may use this information, at his or her discretion, to impose more severe penalties for students who violate the policy more than once (but who may do so in different classes and/or with different instructors). A second violation of the university's academic integrity policy shall, generally, result in failure for the course in question. A third violation shall, generally, result in expulsion from the university. The provost may modify these penalties at his or her discretion.

Not all academic integrity decisions are subject to appeal. First time decisions (i.e. those made by an individual faculty member for a first-time infraction) are not subject to appeal. Only second or third decisions (i.e. those made by the provost on the basis of knowledge of previous infractions) are subject to appeal.

A student wishing to appeal either a second or third violation of the university's academic integrity policy must submit his or her written appeal within five (5) business days of receiving his or her written communication from the provost. The appeal should be submitted to the office of the provost. Appeals will be reviewed by an academic integrity committee consisting of the two traditional college deans overseeing the colleges in which the most recent academic integrity violation did not occur and the director of student life. The decision of the appeals committee shall be final.

## ADA POLICY

Any student who believes she or he may need academic accommodations or access accommodations based on the impact of a documented disability are encouraged to contact and register with Disability Services no later than three weeks after the first day of classes. Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Disability Services must obtain a new accommodation letter each semester.

The Americans with Disabilities Act (ADA) guarantees the privacy of students with disabilities. For more information, questions, and/or accommodation arrangement, please contact:

[disabilityservices@dwu.edu](mailto:disabilityservices@dwu.edu)

Phone:(605) 995-2499

Office: McGovern Library Room 231