![UVU Utah Valley University logo]

DWDD 1420 Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: https://catalog.uvu.edu/

Semester: Spring
Course Prefix: DWDD 1420
Course Title: Communicating Digital Design
Year: 2025
Course and Section #: 001
Credits: 3

Course Description

Focuses on the development of highly creative and visual design documentation; how to communicate both written and visual information in meaningful ways in a highly technical field. Covers why communicating a particular design challenge is just as important as the design itself and why writing, layout, and visual clarity is critical to mastering UX and Digital Product Design. Sets the foundation for all documentation assignments in the Web Design and Development degree.

Course Attributes

This course has the following attributes:
☐ General Education Requirements
☐ Global/Intercultural Graduation Requirements
☐ Writing Enriched Graduation Requirements
☒ Discipline Core Requirements in Program
☐ Elective Core Requirements in Program
☐ Open Elective
Other: *Click here to enter text.*

Instructor Information

Instructor Name: Dan Hatch or Michael Harper

Student Learning Outcomes

1. Develop information to communicate in a clear and concise manner
2. Produce highly visual design documentation based upon product or service specifications
3. Communicate in written and visual form to lead teams in the development of a product or service
4. Utilize images, diagrams, charts, and screen captures to communicate complex and highly detailed information

Course Materials and Texts

1. You will need a computer and access to the internet.
2. Figma account is free when you sign up for an educational account using your official UVU email.

3. $45 lab access fee - this gives you access to the on-campus Mac labs in Computer Science Building. **Mac Labs CS 412, CS514 and CS 613**

Course Requirements

Course Assignments, Assessments, and Grading Policy
1. **UI Exercises.** Practice to prepare for the UI Projects.
2. **UI Projects.** User Interface design for various mobile, desktop, and responsive web app layouts.
3. **Personal Collateral.** Creation of a résumé and cover letter.
4. **Case Studies.** Create these to represent your body of work and use these as the basis of your portfolio.
5. **Midterm Evaluation.** Design System Analysis.
6. **Final Project.** UI Design project with documentation.
7. **Discussions.** Primarily we will discuss topics related to that week's project work and other assignments.

Posts to the discussion should add significantly to the conversation and support your point of view. *Comments that do not add significantly to a discussion will receive no credit.* It is okay to disagree in a discussion. In fact, much learning happens when we disagree. However, we need to be respectful and keep our online classroom a safe place to learn.

Due dates for discussions correspond with the initial postdate which is usually a Monday. Follow-up comments are due by Wednesday. Follow-up posts are expected to be after the due date and are not marked late. Discussions conclude by the Thursday following the due date. After this, posts will be marked late.

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Percent	94-100	90-93	87-89	83-86	80-82	77-79	73-76	70-72	67-69	63-66	60-62	0-59

Late Work Statement:
> Late work will be graded—with a late penalty of 5% per day and a maximum of 15% off. You will be expected to finish your work on time—it is harder to keep up when you get behind. We have to be done at the end of the Semester. *If you have extenuating circumstances or other issues, contact the instructor and work out some alternate schedule.*

Incomplete Grade Statement:
> *As per Utah Valley University Policy, under extenuating circumstances, you can request an "Incomplete" grade if you have at least 70% of your homework done by the end of the semester. This is typically representative of completing module 12 or higher. Then, you will have additional time to finish up the coursework with your instructor. This will be negotiated with your instructor, and if you do not finish the coursework within one year, the grade will automatically revert to an "E" grade.*

Required or Recommended Reading Assignments
All reading comes from the required books.

General Description of the Subject Matter of Each Lecture or Discussion

Design Systems | Material Design

In this lesson, we will familiarize ourselves with design tools used in the web design and development industry. These change from year to year, so it becomes important to understand how these tools work and use the correct tool for the correct job. Most large businesses use Design Systems, another form of design tool used across the entire company's presentation to the public. We begin this exploration by analyzing the mobile format—which accounts for almost 60% of internet usage. The 50% mark was passed in 2017, making our focus on mobile essential as the largest interface format on the internet.

Design Systems – Fluent Design (Microsoft)

In this lesson, we will explore the Fluent Design System used by Microsoft. The Windows platform has been one of the most popular operating systems used worldwide on desktop and laptop computers. With the advent of mobile computing, they have fallen from their top position to Android and iOS operating mobile systems. We will also explore the desktop website format in your web design practice.

Design Systems | Human Interface Guidelines (Apple)

This lesson will explore the Apple Human Interface Guide (HIG) Design System. This design system has been one of the most influential used worldwide on mobile, desktop, and laptop computers. The iOS platform commands over 50% of the US mobile platform, and the macOS commands about 17% of the desktop operating system market. We will also explore applying the Material Design system to mobile website format in your web design practice.

Design System – Carbon Design (IBM)

This lesson will explore the Carbon Design System by IBM. This design system was designed to bring IBM in better competition with other computer companies. In the early 2012 when they hired thousands of designers to transform their practice and spread Design Thinking practices throughout their business. This has helped them navigate the highly competitive tech landscape of our current day. We will also explore applying the Material Design system to desktop format in your web design practice.

Responsive Web App Design Patterns

In this lesson, we will explore the topics of UX vs UI in the Web Design and Development Industry. This will set up our next exploration into understanding the different forms of web pages as we learn the essentials of Responsive Web Apps. We will also start working on redesigning a responsive web app from the most iconic brand from the start of the internet era, America Online.

Ideation for Responsive Web Apps

We will continue to work on our UI project by creating wireframes from your previous sketches and mood boards. Iteration is the pattern you learn with your practice in the Web Design and Development industry.

Wireframe for Responsive Web Apps

You will also finish off the AOL UI project by completing surface comps. We will also be working on our midterm project by researching and writing and outline for the midterm writing project.

Design System Analysis

In this lesson, we will be wrapping up the research we have done around design systems. You will create an analysis of one of the design systems we have studied up to this point. We will use the iterative process to start with a draft of this document and critique it before the final document is due.

Anatomy of Case Studies

Communicating Digital Design is the course topic, and we will start to get to the meat of our course work by exploring the primary tool used in the industry to convey project insights. Case studies are the primary tool used to analyze projects in the Web Design and Development industry. We will also start the design process for a mobile app by creating sketches.

Mobile App Wireframes

In this lesson, we will discuss how to mobile app navigation. Case studies are an essential part of the presentation of your work, and we will discuss your professional presentation of your work. You will also be working on Wireframes for your mobile app and the next step in the design process.

Portfolio Design Revisions

In this lesson, you will continue to work on case studies based on your work from previous projects for your portfolio. You will also wrap up your app project by completing surface comps.

Web Desktop App Design Sketching

You will start your final UI project using a desktop web app in this lesson. We will start with sketches to explore UX ideas to improve the EDAS web app. You will also continue writing another case study to add to your portfolio.

Web Desktop App Design Wireframe

In this lesson, you will also start wireframes on the UI project.

Web Desktop App Design — Surface Comps

In this lesson, you will continue to the next step in your UI project by creating surface comps.

Responsive App Design — Handoff Documentation

In this lesson, we will wrap up our course by working on our hand-off of instructions for our UI project. Communicating digital design to the next process in the development of a project is essential for the completion of any project.

Course Mode:

This is with a Face to Face or an online, asynchronous course.

Description of how the course works:

All course materials and assignments are available in Canvas. Students are responsible for accessing Canvas frequently and regularly in order to complete assignments and interact with the content.

Microsoft Teams will be used to communicate as needed with the instructor.

We follow the basic design process for web layouts of sketches, wireframing, and surface comps. We will rework our projects over the semester and finalize the designs over a 3-4 week period. Iteration is an important aspect of this class. If your assignment doesn't pass—take the criticism and update your projects to receive more credit. Working in this industry is all about refining and updating your work till it meets the project criteria.

For this **three (3) credit-hour** course students should expect to spend up to **9+ hours a week** completing course activities.

Required Course Syllabus Statements

Generative AI

Use of Generative AI is allowed but must be used appropriately. This is not an AI prompt class, so do not rely on AI to complete your work entirely. The goal is to help you develop industry-relevant skills while understanding how to use AI as a supportive tool. Misuse may result in needing to redo assignments or more stiff penalties such as failing this class.

Using Remote Testing Software

☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities
Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](#) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](#)

DHH is located on the Orem Campus in BA 112.

Academic Integrity
At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their [rights and responsibilities](#). In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in [UVU Policy 541: *Student Code of Conduct*](#).

Equity and Title IX
Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis

protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation
UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.
To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a specially dedicated space for meditation, prayer, reflection, or other forms of religious expression.