UVU UTAH VALLEY UNIVERSITY™

DWDD 2410 Course Syllabus

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

Semester: Spring   **Year:** 2025
Course Prefix: DWDD 2410   **Course and Section #:** 001
Course Title: Interaction Design   **Credits:** 3

Course Description

Focuses on strategies and principles used in digital media development to enhance the user experience. Teaches how to understand stakeholder goals, identify and specify user needs and requirements through user research and design documentation, engage in interactions with target audiences through interviews, observation, and discussion, as well as create and test prototypes. Deals with solving real-world problems faced by consumers using products in the market.

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

Student Learning Outcomes

1. Utilize important interaction design terms, practices, and principles.
2. Justify the need for interaction design in the development of digital products.
3. Describe current issues and trends in interaction design.
4. Conduct a simple usability study.
5. Evaluate the quality of other's designs, prototypes, and documents.
6. Conduct a needs assessment and prepare a proposal to define design requirements.
7. Prepare a design document to propose a solution for an interaction need.

Course Materials and Texts

1. The User Experience Team of One: A Research and Design Survival Guide—Leah Buley, published by Rosenfeld Media; 1st ed., Brooklyn, NY (2013) ISBN 978-1933820187 (Required)
2. You will need a computer and access to the internet.

3. Figma account is free when you sign up for an educational account using your official UVU email.
4. $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. Readings are shown on the course schedule and should be completed before coming to class on the scheduled date.
2. Quizzes will be given on the days shown on the schedule unless otherwise indicated by the instructor. Quizzes will cover content from the course readings and lectures. Study guides to help you prepare for each quiz are posted online. The following process will be used for quizzes:
3. Team Design Activities include a set of in-class team design challenges that will require you to apply course concepts and principles as you complete your team project. In essence, you will be creating first drafts of various sections of your team service-learning project.
4. Projects. Individual Assignments will consist of completing individual tasks to help support your team's design project. You will also complete a mobile app design project where you must design a mobile application that addresses a need or problem you have identified and researched.
5. Service-Learning Projects will involve working as a team to address the digital design needs of a community partner. First, you will conduct client interviews to help you understand the needs and requirements of the design according to the client. Then you will produce a design document to describe your team's design and also create and test a prototype of the design. During the course of the semester, you will need to spend a minimum of 15-20 hours working on your service-learning project.

Class Grading Policies
How will your final grade be calculated? Attend class and participate! There will be numerous graded team activities during class time. You will receive no points for in-class team activities that you miss. You are expected to hand in all materials relating to your assignments and projects according to specifications. **Late work will be penalized by 4% per day up to 5 days with a maximum of 20%**. **If you miss a quiz** you may make it up, but you must schedule with the instructor to take the quiz **within one week** of missing it.

Team Maintenance Score
At the end of the semester, your team members will rate you on the following criteria:
- **Preparation:** Were you prepared when you came to class?
- **Contribution:** Did you contribute productively to group discussion and work?
- **Respect for other's ideas:** Did you encourage others to contribute their ideas?
- **Flexibility:** Were you flexible when disagreements occurred?

Your team maintenance score will be based on how your team rates your participation. If you are absent often, are not prepared, and fail to contribute to group work, you will receive a **reduced percentage** of the team's points.

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 and select internet articles.

General Description of the Subject Matter of Each Lecture or Discussion
   What is Interaction Design?
   This course addresses strategies and practices for designing digital products that provide users satisfying and effective interactions. The emphasis of this course is on identifying, understanding, and meeting users' needs. In this course, you will learn about fundamental principles that underlie user-centered design to help you design more effective web sites and other interactions with digital media.
   The course will also introduce you to a design framework that will help you know what questions to ask as you approach different layers or planes of design—from thinking strategically to plan an interaction through attending to surface features of the visual design. You will also learn various methods for conducting research to gain a better understanding of your clients and users, and you will learn how to create and use personas to guide design decisions.
   Finally, his course will provide an opportunity to apply course concepts by working with a real-world client to complete a community-based service-learning project.
   UX Fundamentals
   Work within a team to create an interactive product. Complete a drawing of an interactive cube for your team design assignment. Starting with the 5" cube you've been given, design a prototype of an interactive object.
   Next we start understanding the nature of the digital product we will be creating. Stakeholder interviews start the research process to seek to understand the project. We will be planning and conducting the client/stakeholder interview.
   Planning and Discovery
   The discovery phase is where we start to understand how we will approach our product development. We will start planning how we will approach the client project.
   Quantitative Research
   Upon successful completion of this lesson, students will be able to:
   • Utilize UX Design Practices
   • Evaluate UX Research

- Create and Conduct Surveys for quantitative research

Strategy and Research

We will continue to work on our project brief and look at ways to organize user research on our project before we suggest solutions.

Qualitative Research

Discussing Heuristic markups and its role in user experience design. Visit the UVU SmartLab and discuss .

UX Research

We are continuing to conduct research on our client's current website. To do this we will conduct an eye-tracking test to determine where the weak points lie within the design of the website.

Segmentation and Personas

Scenario Mapping helps you prepare to complete your personas. What Are Personas? Personas are precise descriptive models of users based on the goals, behaviors, and motivations of real people and represent them throughout the design process.**Lesson 9: 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.

Information Architecture

We will use our sitemaps to put together the wireframes which represent the pages of our site. Use your research and brainstorms to first sketch, then create wireframes digitally. Using your wireframes you are ready to create a simple clickthrough prototype.**Lesson 11: 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.

Design Layout

Using your sketches and wireframes we now put the skin on our designs. At this point, we are closer to what the final design will look like. We can use these designs to prototype and test out our final aesthetics before we build the final project

Project Design & Usability

Testing your designs and ideas are important. Usability testing is an easy way to test early in the product cycle or to validate existing websites or products. We will be working on our project this week and conducting a usability test on our prototypes.

Project Iteration

We are working to pull your final elements together. Prepare your presentations and get ready to present them next week.

Project Presentations

We are working to pull your final elements together. We will present our final designs and findings to our client this week.

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.

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
Statement on the Use of AI in Assignments
In our commitment to embracing emerging technologies and preparing you for the digital future, integrating and using artificial intelligence (AI) tools in your assignments is permitted and encouraged where appropriate. However, it is vital to understand and adhere to the following guidelines:
Critical Thinking: AI should be used as a tool to augment your own critical thinking and creativity, not replace it. Your work should reflect an understanding of the course material and your own analysis.
Transparency: Clearly acknowledge the use of AI in your work. When submitting assignments, disclose any AI assistance you've received, including the specific tasks the AI performed.
Ethical Use: Utilizing AI ethically means respecting copyright laws, avoiding plagiarism, and ensuring the originality of your submissions.
Learning Objectives: Remember that the primary goal is your learning. AI should uphold the learning objectives of the assignment and the integrity of the course.
AI Literacy: Part of your education is developing a nuanced understanding of AI's capabilities and limitations. Use these tools not only to complete tasks but also to evaluate the results provided by AI critically.
This approach to AI in assignments fosters a learning environment where technology is a partner in your educational journey, not just a shortcut. Your ultimate goal should be to enhance your skills and knowledge, preparing you for a world where AI is a collaborator in the workplace.

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.