



## Master Course Syllabus

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

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**Semester:** *Spring*

**Year:** 2025

**Course Prefix:** DWDD 2520

**Course and Section #:** 001

**Course Title:** *Digital Product Experiences I*

**Credits:** 3

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### ***Course Description***

*Focuses on the development of engaging mobile apps for distribution on a myriad of devices. Teaches the fundamental building blocks of publishing digital media experiences of all types and may include interactive guide, catalogs, brochures, training manuals, kiosks, and exhibits. Covers the development of apps for touchscreen 'native' content and feature real-time updates.*

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### ***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.*

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### ***Instructor Information***

**Instructor Name:** Steven Minert

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### ***Student Learning Outcomes***

1. *Introduce students to more in-depth experience design concepts and techniques in the development of rich and immersive experiences on mobile platforms—specifically tablets using off-the-shelf tools*
2. *Implement robust interface design concepts with touch-based interaction requirements*
3. *Discover enhanced programming capabilities of design tools and create optimized video, audio, animation, images, and content within the development platform*
4. *Experiment with more practical navigation and content layering alternatives that offer participants more robust and structured experiences.*
5. *Implement advanced rapid prototyping and design processes of wireframing, iterative development concepts, and testing procedures into a product development lifecycle to push digital experience standards*
6. *Utilize design best-practices to create cross-platform experiences.*

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## **Course Materials and Texts**

*Computer: Computers and associated use of mobile devices are required for all coursework as well as class participation.*

*Software: The following are options for use in coursework - Figma, Adobe Creative Suite, or other capable software*

*Mobile devices and tablets for testing (Apple iOS or Android) are required across a majority of Web Design & Development degree courses. Students with acceptable personal devices will find the requirement met, but if they do not, students will have the ability to the use of the ADMS (Advanced Digital Media Studio - CS 513) to complete testing scenarios.*

*No Textbook Required*

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## **Course Requirements**

### **Course Assignments, Assessments, and Grading Policy**

*This course is primarily project based. As part of the projects students will have graded discovery assignments, design reviews, and project prototypes over the course of the semester to culminate into a final deliverable case study.*

*GRADING: Assignments will be graded within a couple of days of being submitted in Canvas (excluding weekends). If an assignment does not meet the minimum criteria, individually or group, students will be given detailed comments about what needs to be corrected or revised and receive a temporary score of "0" for the assignment. Once a revision has been submitted in Canvas the materials will be regraded. This process may be reoccurring until the assignment is deemed complete at 90%.*

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### **Required or Recommended Reading Assignments**

*All reading materials are integrated into module assignments as online links and associated with lecture and demonstrations.*

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## **General Description of the Subject Matter of Each Lecture or Discussion**

*Module 1: Product Design & Design Thinking*

*Part 1: Digital Products*

*Part 2: Device Comparison and Analysis*

*Module 2: Sprint Web Project*

*Part 1: Content Inventory & Figma Basics*

*Part 2: Research and Ideation & Figma Components*

*Review 1: Project Critique and Review*

*Part 3: Gestalt Principles of Visual Hierarchy & Figma Auto-Layout*

*Part 4: Project Submission*

*Module 3: National Park App*

*Part 1: Project Planning Proposal*

*Part 2: Wayfinding*

*Review 1: Project Critique and Review*

*Part 3: User Onboarding*

*Review 2: Project Critique and Review*

*Part 4: Design as a Job*

*Part 4: Project Submission*

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## ***Required Course Syllabus Statements***

### **Generative AI**

*Students will be introduced to the unique aspect of using AI in product conceptualization and integration with various software tools when prototyping.*

### **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.

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## ***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](mailto: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](mailto:DHHservices@uvu.edu)

DHH is located on the Orem Campus in BA 112.

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### **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](#).

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### **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](mailto:TitleIX@uvu.edu) – 800 W University Pkwy, Orem, 84058, Suite BA 203.

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### **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](mailto: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.