# UVU UTAH VALLEY UNIVERSITY™

# Master 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 4520*
**Course Title:** *Digital Product Design Studio*

**Year:** *2025*
**Course and Section #:** *001*
**Credits:** *3*

## Course Description

Covers advanced development techniques of Product Design fused with User Experience Design / User Interface Design. Highlights problem solving and effective communication. Focuses heavily on how digital designers can influence the user experience, and participatory outcomes of such experiences, through well-planned interactions, digital layout, and adaptation to the physical hardware.

## 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:** Michael Harper

## Student Learning Outcomes

1. *Investigate actual commercial products to assess multi-functional experiences and understand the complexity of product design decisions specifically around the integration of AI technologies.*

2. *Analyze multi-functional controls/features to discern use-scenario problems based on software and hardware design implementations and how these affect AI experiences.*

3. *Engage in discovering potential design flaws of physical and software-based products and proscribe recommendations to solve complex design issues that may hinder the completion of AI-driven tasks.*

4. *Create an in-depth product study that communicates technical information in a rich visual manner around the target investigation of UX/IxD and AI.*

5. *Apply design concepts and principles in a manner that helps students understand the joy of doing something worthwhile that affects people's lives at a much deeper level.*

## Course Materials and Texts

*Computer: This is a laptop-designated course (required)*

*Device Requirement: UX Design Lab (CS 406) and Advanced Digital Media Sandbox (CS513) are resources that can be used for most hardware needs as they are associated with all assigned tasks in course modules.*

*Software: Varied - Figma, for example, can and should be used for many aspects of assigned work, but not exclusively. Options software solutions can be employed to solve and deliver final deliverables that solve UX/IxD challenges.*

## Course Requirements

### Course Assignments, Assessments, and Grading Policy

*This course has 3 modules, each with multiple assignments as focuses and parts, in-class discussions, presentations, and culminates with a final product demonstration and semester work being combined into a principle document as the final deliverable.*

*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 be submitted in Canvas the materials will be regraded. This process may be reoccurring until the assignment is deemed complete at 90%.*

### Required or Recommended Reading Assignments

*Universal Principles of UX (ISBN - 978-0760378045)*
*Universal Principles of Design, 3rd ed. (ISNB - 978-0760375167)*
*Universal Methods of Design (ISBN - 978-1-63159-374-1)*
*The Pocket Universal Methods of Design (ISBN - 978-1-63159-374-1)*

*Recommended*
*Laws of UX (ISBN: 978-1-492-05531-0)*
*Touch Design for Mobile Interfaces (ISBN - 978-3-945749-97-5)*
*User Experience Revolution - Paul Boag (ISBN: 978-3-945749-51-7)*
*The Elements of User Experience (ISBN: 0-7357-1202-6)*

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

*Module 1: Product Design - Case Study - 3 Focuses and 4 Parts*
    *Focus 1: Product Review: Characteristic and Functionality Audit*
    *Focus 2: Product Controls/Touch/Gesture Audit*
    *Focus 3: Customer Experience Audit (Various Parts)*
        *Part 1 - Satisfaction Analysis: How do customers feel about the product?*
        *Part 2 - Proto-Personas: How do designers know who the customer is?*
        *Part 3 - Customer Empathy Map: How do designers anticipate the experience?*
        *Part 4 - Customer Journey Map: How do designers view the experience?*
*Mid-Term Presentation: Research Product 1 - Demonstration on the UX of AI*
*Module 2: Product Revision - 3 Focuses*
    *Focus 1: Re-envision: Sketchboards - Reimagine the Experience*
    *Focus 2: Re-envision: Clarify the Issues - Paper Prototype*
    *Focus 3: Re-envision:  Demonstrate the Solution - High-Fidelity Prototype*

# Required Course Syllabus Statements

### Generative AI
*Students will be introduced to the unique aspect of UX of AI and how mobile, wearable, or vehicle devices and products benefit from proper user-centered delivery of experiences.*

### 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 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.