

ITLS 4275 – Fall 2023 Syllabus

Course Description

This course is an introduction to the field of UX/UI design. The course aims to provide students with the knowledge and skills needed for designing user experience and interaction. The course also will allow students to acquire skills in market-standard UX/UI tools such as Adobe XD, and Figma.

Course Objectives

By the end of this course, you will be able to:

1. know what design is and what it involves.
2. identify principles of visual design in UI.
3. identify typography of UI design.
4. determine different design systems.
5. know the psychology of colors in UI design.
6. gain skills in using UI/UX tools.
7. gain skills in wireframing, mockups, and prototypes.

Instructor

Dr. Ramy Shaaban

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Zoom Appointments: <https://cehsam.usu.edu/ramonline/BookAppt?AG=254>Links to an external site.

Course Resources

Optional Resources:

Book 1: UX/UI Design 2021-2022 Tutorial for Beginners

Book2: UX/UI Design 2022: A Complete Beginners to Pro

Other online resources will be provided via Canvas weekly

Course Requirements

Each student will be required to:

1. have a decent internet connection.
2. have a computer or a laptop to do their assignment.
3. be able to install the required software

Evaluation Methods and Criteria

Below are the assignments you need to complete throughout the semester:

Weekly Discussions (10X10)

Discussions in this course aim to provide you with a channel to communicate with your classmate. It also is a way to reflect on the knowledge you gain. The discussion will start on Mondays and will be due on Friday at 11:55 pm. You will need to interact with your classmates and do at least two replies to get the full points of the discussion.

Weekly Activities (10 X 30)

Activities aim to evaluate your knowledge acquisition during this class. Activities might be a reflection you write about a specific area in the field, a mini-project you do with the tools provided, or a group project between 4-5 classmates. The activity statement starts will be posted on Mondays and will be due on Friday.

Reflections (3X20)

Reflections aim to make sure you are doing good during the class. From the reflections, I will have an insight into what you like and dislike, what your areas of strength and weakness are, what concerns you in this class, and what you like to know more about the field. Reflections will be at the beginning, middle, and end of the semester. Details about writing the reflection will be forthcoming.

Final Project (240)

The final project will include most of the skills learned during the semester. Instructions on the final project will be posted around the middle of the semester.

Weekly Discussions (10X10) = 100
Weekly Activities (10 X 30) = 300
Reflections (3 X 20) = 60
Final Project (240)
Total (700)
Bonus (50)

Grade Scheme

The following grading standards will be used in this class:

Grade	Range
A	100 % to 93.0%
A-	< 93.0 % to 90.0%
B+	< 90.0 % to 87.0%
B	< 87.0 % to 83.0%
B-	< 83.0 % to 80.0%
C+	< 80.0 % to 77.0%
C	< 77.0 % to 73.0%
C-	< 73.0 % to 70.0%
D+	< 70.0 % to 67.0%
D	< 67.0 % to 60.0%
F	< 59.0 % to 0.0%

Course Schedule/Outline

Date	Topic	Assignments
Week 1	What is Design?	First Reflection
Week 2	UX/UI Process	Discussion #1
Week 3	User Experience Research (Part 1): Understanding your client.	Discussion #2 Activity #1
Week 4	User Experience Research (Part 2): Create User Personas.	Discussion #3 Activity #2
Week 5	User Experience Research (Part 3) Create User Stories.	Discussion #4 Activity #3

Week 6	Readability in UI Information Architecture	Discussion #5 Activity #4
Week 7	What are Design Systems? User Flows	Discussion #6 Activity #5
Week 8	Wireframes	Discussion #7 Activity #6 Second Reflection
Week 9	Apply Geometry in Design Presenting Wireframes	Discussion #8 Activity #7
Week 10	The Psychology of Colors in UI Design UI (Part 1)	Discussion #9 Activity #8
Week 11	Places to get UI/UX Inspiration UI (Part 2)	Discussion #10 Activity #9
Week 12	User Interactions	Activity #10: Final Project – Idea Submission
Week 13	What is Microcopy? Client Feedback - 1st iteration - Prepare final prototype and deliverables.	
Week 14 No Test Week		
Final Exams Week	Finalization and Deliverables	Final Project Due

Attendance and Excused Absences Policy

All students are expected to read/watch/listen to all the posted materials. This is mandatory. Students are permitted a maximum of two unexcused absences. Missing a module will result in the loss of 10 points from the student's final grade. You are expected to complete the online readings on time and submit assignments by their due dates. As for the excused absence, you should email a written excuse to your instructor to be considered excused. Not all excuses will be accepted. Acceptable excuses will be determined by the instructor according to the situation. Circumstances that will grant an excused absence are shown below. If the excuse is accepted, the student is still expected to complete their readings/ assignments when they are back from the excused absence.

Late assignments are also unacceptable. A late assignment without an excuse will lead to a zero grade on the assignment. However, submission on time and resubmission after getting the instructor's feedback is allowed and can result in regaining some lost points of the original submission.

Circumstances that grant excused absences:

- Illness that prevents online attendance. The student must have documentation from the health center or another physician that indicates the student cannot or should not attend class. Health center documentation is not acceptable unless it indicates the student is unable to attend class. Schedule your routine medical appointments at times that do not conflict with class time.
- Family emergency. Serious illness or death of an immediate family member. Documentation of this emergency must be provided.
- Participation in a university-sponsored activity. Permission for an excused absence must be obtained in advance of the activity and the student must have a letter from the faculty sponsor indicating the student's involvement in the activity.
- Assignments due during a time that a student is participating in a student activity must be emailed to the instructor prior to departure or immediately upon the student's return, with the instructor's permission. Assignments due during a time when a student is excused for other reasons will be due at the beginning of the second class following the student's return unless other arrangements are made with the instructor.

BEHAVIOUR POLICY

You are expected to have good behavior throughout your online interaction with classmates/instructors. Any offense after the first warning will result in a 5-points penalty per occasion. Good behavior includes but is not limited to: not being late in your replies, participating with a good attitude, not using F-words, etc. Pay attention to using capital letters in your interaction as it might be interpreted as inappropriate.

OFFICE HOURS AND EMAIL

Office hours will be via Zoom. To provide a more flexible schedule for students' appointments, the office hours will be by appointment. Students should email the instructor via USU email or contact him via Canvas to book an appointment.

Email is the best way to contact me. I usually reply to emails within a few hours of receiving them. Feel free to send me your questions or requests for assignment revisions via email and I will guarantee to reply as timely as possible. I also encourage you to send me your draft versions of any assigned project to get my feedback during the process of making the assignment. This habit will result in higher quality, and bonus points for the creative ones. Please don't forget to include your name, and the class you are in in your email.

CANVAS

Canvas is our learning management system and the main platform we will use during the semester. You are required to become familiar with Canvas in order to successfully complete this course. Canvas will also be used to provide the syllabus, assignments, grades, etc. To access Canvas, you should go to <https://canvas.usu.edu> ([Links to an external site.](#)) and log in using your USU credentials.

ITLS Land Acknowledgement

We acknowledge that USU and all in-state USU Institutions reside on the original territory of the eight federally recognized Tribes of Utah. Tribes that have been living, working and residing on this land from time immemorial. These Tribes are the: Confederated Tribes of the Goshute Indians, Navajo Nation, Northern Ute Tribe, Northwestern Band of Shoshone, Paiute Indian Tribe of Utah, San Juan Southern Paiute, Skull Valley Band of Goshute, and White Mesa Band of the Ute Mountain Ute. We acknowledge the painful history of genocide and forced removal from this land, and we honor and respect the Indigenous peoples still connected to the land on which we gather.

SYLLABUS REVIEW

This syllabus may go under several reviews and modifications during the semester. The reviews will aim to ensure achieving the objectives of the class. All modifications should be in favor of students' learning process. The instructor must discuss these modifications with students prior to implementation, making sure those modifications are understandable and applicable.

Library Services

All USU students attending classes in Logan, at our Regional Campuses, or online can access all databases, e-journals, and e-books regardless of location. Additionally, the library will mail printed books to students, at no charge to them. Students can also borrow books from any Utah academic library. Take advantage of all library services and learn more at libguides.usu.edu/rc.[Links to an external site.](#)

Classroom Civility

Utah State University supports the principle of freedom of expression for both faculty and students. The University respects the rights of faculty to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede the learning process. Disruptive classroom behavior will not be tolerated. An individual engaging in such behavior may be subject to disciplinary action. Read [Student Code Article V Section V-3](#)[Links to an external site.](#) for more information.

University Policies & Procedures

Academic Freedom and Professional Responsibilities

Academic freedom is the right to teach, study, discuss, investigate, discover, create, and publish freely. Academic freedom protects the rights of faculty members in teaching and of students in learning. Freedom in research is fundamental to the advancement of truth. Faculty members are entitled to full freedom in teaching, research, and creative activities, subject to the limitations imposed by professional responsibility. [Faculty Code Policy #403](#)[Links to an external site.](#) further defines academic freedom and professional responsibilities.

Academic Integrity – "The Honor System"

Each student has the right and duty to pursue his or her academic experience free of dishonesty. To enhance the learning environment at Utah State University and to develop student academic integrity, each student agrees to the following Honor Pledge:

"I pledge, on my honor, to conduct myself with the foremost level of academic integrity."

A student who lives by the Honor Pledge is a student who does more than not cheat, falsify, or plagiarize. A student who lives by the Honor Pledge:

- Espouses academic integrity as an underlying and essential principle of the Utah State University community;
- Understands that each act of academic dishonesty devalues every degree that is awarded by this institution; and
- Is a welcomed and valued member of Utah State University.

Academic Dishonesty

The instructor of this course will take appropriate actions in response to Academic Dishonesty, as defined the University's Student Code. Acts of academic dishonesty include but are not limited to:

- **Cheating:** using, attempting to use, or providing others with any unauthorized assistance in taking quizzes, tests, examinations, or in any other academic exercise or activity. Unauthorized assistance includes:
 - Working in a group when the instructor has designated that the quiz, test, examination, or any other academic exercise or activity be done "individually;"

- Depending on the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
- Substituting for another student, or permitting another student to substitute for oneself, in taking an examination or preparing academic work;
- Acquiring tests or other academic material belonging to a faculty member, staff member, or another student without express permission;
- Continuing to write after time has been called on a quiz, test, examination, or any other academic exercise or activity;
- Submitting substantially the same work for credit in more than one class, except with prior approval of the instructor; or engaging in any form of research fraud.
- **Falsification:** altering or fabricating any information or citation in an academic exercise or activity.
- **Plagiarism:** representing, by paraphrase or direct quotation, the published or unpublished work of another person as one's own in any academic exercise or activity without full and clear acknowledgment. It also includes using materials prepared by another person or by an agency engaged in the sale of term papers or other academic materials.

For additional information go to: [ARTICLE VI. University Regulations Regarding Academic Integrity](#)[Links to an external site.](#)

Discrimination and Sexual Misconduct

General Overview

USU strives to provide an environment for students and employees that is free from [discrimination](#)[Links to an external site.](#) and [sexual misconduct](#)[Links to an external site.](#). If you experience sexual misconduct or discrimination at any point during the semester inside or outside of class, you are encouraged to contact the USU Title IX Coordinator via Distance Education room 400 in Logan, 435-797-1266, titleix@usu.edu, or at equity.usu.edu/report[Links to an external site.](#). You can learn more about the USU resources available for individuals who have experienced sexual misconduct at sexualrespect.usu.edu[Links to an external site.](#). Resources for individuals who have experienced discrimination are listed at equity.usu.edu/resources[Links to an external site.](#).

Required Reporting of Sexual Misconduct

The instructor is designated by USU as a "[reporting employee](#)[Links to an external site.](#)." This means that if you share information about [sexual misconduct](#)[Links to an external site.](#) (sexual harassment, sexual exploitation, sexual assault, relationship violence, or sex-based stalking) with the instructor, they *will report* that information to the USU Title IX Coordinator. The instructor is also required to tell you about [designated confidential resources](#)[Links to an external](#)

[site.](#), [supportive measuresLinks to an external site.](#), and [how you can file a reportLinks to an external site.](#) with the USU Title IX Coordinator.

Withdrawal Policy and "I" Grade Policy

Students are required to complete all courses for which they are registered by the end of the semester. In some cases, a student may be unable to complete all of the coursework because of extenuating circumstances, but not due to poor performance or to retain financial aid. The term 'extenuating' circumstances includes: (1) incapacitating illness which prevents a student from attending classes for a minimum period of two weeks, (2) a death in the immediate family, (3) financial responsibilities requiring a student to alter a work schedule to secure employment, (4) change in work schedule as required by an employer, or (5) other emergencies deemed appropriate by the instructor.

Students with Disabilities

USU welcomes students with disabilities. If you have, or suspect you may have, a physical, mental health, or learning disability that may require accommodations in this course, please contact the [Disability Resource Center \(DRC\) Links to an external site.](#) as early in the semester as possible (University Inn # 101, (435) 797-2444, drc@usu.edu). All disability related accommodations must be approved by the DRC. Once approved, the DRC will coordinate with faculty to provide accommodations.

Students who are at a higher risk for complications from COVID-19 or who contract COVID-19 may also be eligible for accommodations.

Respect for Diversity

Regardless of intent, careless or ill-informed remarks can be offensive and hurtful to others and detract from the learning climate. If you feel uncomfortable in a classroom due to offensive language or actions by an instructor or student(s) regarding ethnicity, gender, or sexual orientation, contact:

- Division of Student Affairs: <https://studentaffairs.usu.edu>[Links to an external site.](#), (435) 797-1712, studentservices@usu.edu, TSC 220
- Student Legal Services: <https://www.usu.edu/involvement/student-association/student-advocacy/legal-services>[Links to an external site.](#), (435) 797-2912, TSC 326,
- Access and Diversity: <http://accesscenter.usu.edu>[Links to an external site.](#), (435) 797-1728, access@usu.edu; TSC 315
- Multicultural Programs: <http://accesscenter.usu.edu/multiculture>[Links to an external site.](#), (435) 797-1728, TSC 315
- LGBTQA Programs: <http://accesscenter.usu.edu/lgbtqa>[Links to an external site.](#), (435) 797-1728, TSC 3145
- Provost's Office Diversity Resources: <https://www.usu.edu/provost/diversity>[Links to an external site.](#), (435) 797-8176

You can learn about your student rights by visiting:
The Code of Policies and Procedures for Students at Utah State
University: <https://studentconduct.usu.edu/studentcode>[Links to an external site.](#)

Grievance Process

Students who feel they have been unfairly treated may file a grievance through the channels and procedures described in the Student Code: [Article VIII](#)[Links to an external site.](#).

Full details for USU Academic Policies and Procedures can be found at:

- [Student Conduct](#)[Links to an external site.](#)
- [Student Code](#)[Links to an external site.](#)
- [Academic Integrity](#)[Links to an external site.](#)
- [USU Academic Policies and Procedures](#)[Links to an external site.](#)
- [Academic Freedom and Professional Responsibility Policy](#)[Links to an external site.](#)

Emergency Procedures

In the case of a drill or real emergency, classes will be notified to evacuate the building by the sound of the fire/emergency alarm system or by a building representative. In the event of a disaster that may interfere with either notification, evacuate as the situation dictates (i.e., in an earthquake when shaking ceases or immediately when a fire is discovered). Turn off computers and take any personal items with you. Elevators should not be used; instead, use the closest stairs.

General Health Protocols

The cold, flu, COVID-19, and other illnesses can have an impact on the health of our university community. USU welcomes the wearing of masks in all university buildings and encourages taking measures to mitigate risk as recommended by federal and state public health officials: getting vaccinated, staying home if you are sick (even with mild symptoms), and frequent hand washing.

Mental Health

Mental health is critically important for the success of USU students. As a student, you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce your ability to participate in daily activities. Utah State University provides free services for students to assist them with addressing these and other concerns. You can learn more about the broad range of confidential mental health services available on campus at [Counseling and Psychological Services \(CAPS\)](#)[Links to an external site.](#).

Students are also encouraged to download the [“SafeUT App”Links to an external site.](#) to their smartphones. The SafeUT application is a 24/7 statewide crisis text and tip service that provides real-time crisis intervention to students through texting and a confidential tip program that can help anyone with emotional crises, bullying, relationship problems, mental health, or suicide related issues.