GDes 2385W Design and Factors of Human Perception is an introduction to the theories and principles related to human interaction with designed objects. A significant portion of the course will focus on these ideas in the context of Web-based communication. Students will examine concepts from various disciplinary perspectives. Students will design prototype interfaces and evaluate the effectiveness of their prototypes using appropriate research strategies. Methods include heuristic evaluations, cognitive walkthroughs, and/or eye tracking. Students will carry out projects individually and in collaborative groups.

COURSE OBJECTIVES
In this course, students will:

Be introduced to basic theories and principles that can be applied to design practice

Gain knowledge of psychological and physiological variables that influence human interaction with designed objects

Analyze and apply learned principles and theories to previously completed work

Reflect and write on and about their evolving design knowledge through a variety of activities and assignments

Design prototype interfaces for an industry partner to be tested and evaluated for both brand understanding and user perception

INSTRUCTOR
Angela Wang, MFA, atank@umn.edu
Office hours (By appointment)
McNeal 250; Mondays, 11am-12pm
Tuesdays by appointment

Teaching assistant
Ben Adamson, adam0768@umn.edu

REQUIRED TEXT
The required text for this class is Universal Principles of Design (2010, Lidwell, W., Holden, K., & Butler, J.). It is available at the University Bookstores, as well as Amazon.com and Barnes and Noble.

MATERIALS
• Printouts, both color and black and white
• Materials for paper prototypes (TBD)
• Materials for final projects (TBD)
Attendance and Participation
Attendance will happen creatively, through a variety of in-class activities. Each exercise will contribute towards your class participation grade and will not be able to be made up in the case of an absence. Excused absences are for substantiated medical and personal emergencies only, with documentation. An email alerting me to your expected absence prior to the start of class will help you prepare for missed work. Absences on due dates must be excused for the work to be accepted. Students will contract with the instructor as to the revised due date.

Punctuality
Class begins at 6:15pm and ends at 8:10pm. Out of respect for your fellow classmates, instructor, and guest lecturers, please arrive on time and plan to stay the entire session, unless otherwise notified.

Communication
General communication will occur in class, which is why it is imperative that you attend each session. However, at times I may need to contact you with announcements or other class changes, which I will do through UMN email. You are responsible for checking your email daily and forwarding your UMN account to another address if you prefer.

Critique
Critique is a critical part of the design process and essential to producing quality work that clearly communicates your ideas. Being able to critically examine a peer’s work and communicate its strengths and weaknesses to fellow designers is beneficial to all parties involved. On critique days it is crucial that you come prepared and ready to present your work and critique others’. If you are ill-prepared, it will degrade the quality of your participation grade for the course.

gdes2385.posterous.com
The class blog will be used to post items that were discussed in class, as well as supplementary information (i.e., guest lecturer information, supplemental media, relevant reading list) that will heighten your awareness as a designer and elevate your experience in this course. Each of you is set up to post to and comment on the blog, and should check it between classes.

Facebook/Twitter
I am available on Twitter as @angetank. Please do not be offended, but I do not respond to Facebook friend requests for current students—for both your sake and mine!

Assignments and Grading
Each assignment will be introduced in class and will be accompanied with an overview sheet describing the project in detail. Please pay careful attention to deadlines and ask questions if something is unclear. Assignments are due at the beginning of class on the date specified. Unexcused late work will not be accepted. Projects will be returned in a timely manner. An “Incomplete” grade will be given only in case of a documented and excused emergency.

In order to pass the class, you are required to complete all class assignments; any missing assignment will result in an “F” in the class. Your work will be evaluated on concept, idea development, research, design process, execution, and craftsmanship. Final grades will be determined on a point/percentage system.

There will be a minimum of 100 points in the class. The assignments and percentage breakdown (subject to change with advance notice) are listed below:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Class attendance/participation</td>
<td>5</td>
</tr>
<tr>
<td>Blog entry and presentation</td>
<td>10</td>
</tr>
<tr>
<td>Product analysis</td>
<td>15</td>
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<tr>
<td>Project application and analysis</td>
<td>25</td>
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<tr>
<td>Industry partner interface project</td>
<td>45</td>
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<tr>
<td>Group contract</td>
<td>5</td>
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<tr>
<td>Personas</td>
<td>5</td>
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<tr>
<td>Site map &amp; wireframe</td>
<td>5</td>
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<tr>
<td>Initial presentation</td>
<td>5</td>
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<tr>
<td>Interface evaluation</td>
<td>5</td>
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<tr>
<td>Interface &amp; rationale</td>
<td>15</td>
</tr>
<tr>
<td>Final presentation</td>
<td>5</td>
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<tr>
<td><strong>Total possible:</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

A 94-100%  Outstanding
A- 90-93%  Excellent
B+ 87-89%  Very good
B 83-86%  Good
B- 80-82%  Okay
C+ 77-79%  Not bad
C 73-76%  Average
C- 70-72%  Weak
D 60-69%  Poor
F < 60%  Failure to meet the course requirements

Course schedule
A current course schedule will be posted on the class blog, listed on the left. The course will be roughly organized into three units:

Unit 1: Perception and learning:
January 17 – February 9, 2012
Product analysis

Unit 2: Project planning, users, and prototyping:
February 9 – March 1, 2011
Project application and analysis (Individual)

Unit 3: Usability and refinement:
March 6 – May 4, 2011
Industry partner interface project (Groups of 4)

Final exam: May 8, 2012, 6:30-8:30pm

GDES 2385W // Spring 2012
CDES portfolio inclusion
Enrollment in this course grants consent for your work to be selected for inclusion in college or departmental publications (online or in print.) Your instructor may select to use your work to represent her/his skills as an instructor in a teaching portfolio (online or in print).

Course Workload
According to the University Senate, one credit represents, for the average University undergraduate student, three hours of academic work per week (including lectures, laboratories, recitations, discussion groups, field work, study, and so on), averaged over the semester, in order to complete the work of the course to achieve an average grade. It is expected that the academic work required of Graduate School and professional school students will exceed three hours per credit per week.

Academic Honesty
As designers, it is imperative that you have a strong set of core professional values instilled within you and your design process. This ranges the gamut from creating only original work and understanding copyright laws, to working through a concept from start to finish despite the many obstacles that will present themselves along the way. I expect that the work you submit is your own. Programming and code samples may be copied, but should be understood and customized to your specific projects needs.

Sexual Harassment
“Sexual harassment” means unwelcome sexual advances, requests for sexual favors, and/or other verbal or physical conduct of a sexual nature. Such conduct has the purpose or effect of unreasonably interfering with an individual’s work or academic performance or creating an intimidating, hostile, or offensive working or academic environment in any University activity or program. Such behavior is not acceptable in the University setting.

For additional information, please consult Board of Regents Policy: http://www1.umn.edu/regents/policies/humanresources/SexHarassment.html

Equity, Diversity, Equal Opportunity, and Affirmative Action
The University will provide equal access to and opportunity in its programs and facilities, without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. For more information, please consult Board of Regents Policy: http://www1.umn.edu/regents/policies/administrative/Equity_Diversity_EO_AA.html.

Disability Accommodations
The University is committed to providing quality education to all students regardless of ability. Determining appropriate disability accommodations is a collaborative process. You as a student must register with Disability Services and provide documentation of your disability. The course instructor must provide information regarding a course’s content, methods, and essential components. The combination of this information will be used by Disability Services to determine appropriate accommodations for a particular student in a particular course. For more information, please reference Disability Services: http://ds.umn.edu/Students/index.html.

Mental Health Services
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 and may reduce your ability to participate in daily activities. University of Minnesota services are available to assist you. You can learn more about the broad range of confidential mental health services available on campus via the Student Mental Health Website: http://www.mentalhealth.umn.edu.