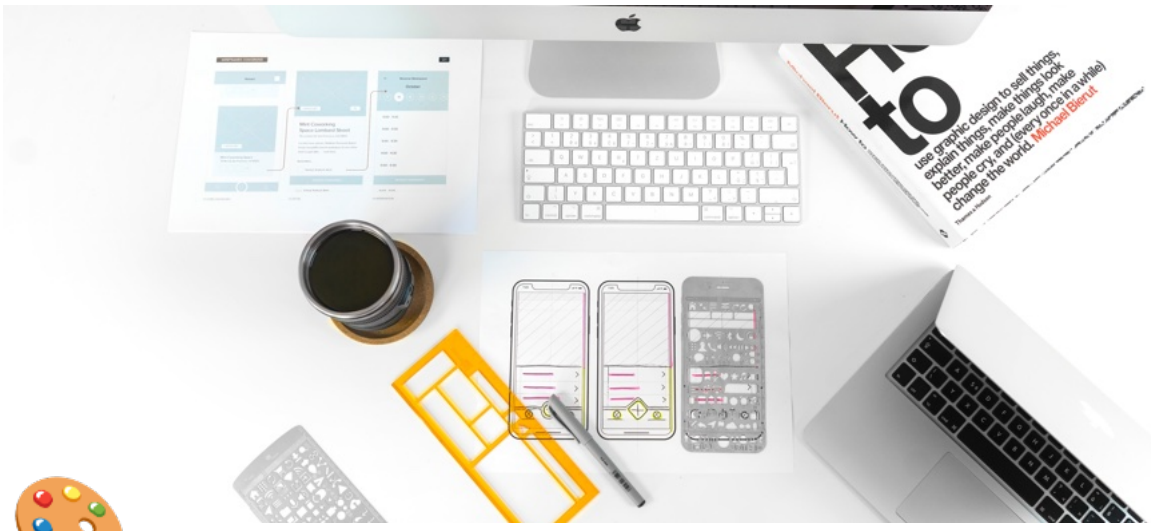

🎨

UX Design NYU Spring 2024

NYU | TANDON SCHOOL OF ENGINEERING

📌 Hey y'all! 👋 Welcome to `User Experience (UX) Design` Class. The primary goals are getting familiar with UX fundamentals, learning marketable design skills and making projects. I'll share my experience and things I've learned along my design journey.

Your design homie,
Will Hsu

User Experience Design (UX)

DM-UY 2213 A

Instructor: Yi-Wei (Will) Hsu

Lecture: 6:00-7:50pm | Mon, Wed

Location: 370 Jay St, Room 310, Brooklyn Campus

Dates: **Jan 22 - May 6, 2024**

Office hours: by appointment

Email: will.hsu@nyu.edu (ywh243@nyu.edu)

Class Slack: Click to join

📜 Course Description

“Design is making things better than they were before.”

Design is everywhere: from the chairs in our house, to how we read the news, to the screens on our smartphone. There’s nothing that you use that isn’t designed in some way. They’re designed to help you complete a given task. It’s just a matter of how well designed it is or not. A design is not just what it looks like in a given moment. It has to do with the entire experience of using a particular product or service.

From interacting with the latest device to cogently communicating complex data, user experience design (UX) is a discipline given increased prominence by the inescapable human relationship with technology. We will cover the UX design as it relates to digital interactive interfaces found in websites, and mobile apps, but also other platforms (e.g. TV, messaging apps), formats (e.g. voice interactions), and locations (e.g. interactive experiences anywhere).

🗝️ Course Goals

- Prepare students with the skills needed to get into UX/UI (Product) Design field.
- Learn the design principles and fundamentals, and apply them to the real world.
- Students will be introduced to the industry-standard tool Figma, and work on the craft.
- The format of each class will include a lecture or hands-on workshop, activities, and 1 on 1.
- Students will work on multiple exercises, projects, individually (sometimes in groups), during the semester.

- Students will be required to think on their feet and should be ready to work in a fast paced environment on design challenges.
- Help students come up with their design portfolio.

🎯 Learning Objectives

- Design Process
- Design Research
- Wireframes, mockups, prototype
- Design tool (Figma)
- Communication and presentation skills
- Design Portfolio
- Career prep

🖼️ Work

- Class exercises
- Retrospective
- Project

🛝 Course Structure

The course will be comprised of lectures, hands-on workshop, critiques, discussions, readings, exercises, mini-projects, and a final project. Students will also be encouraged to share their thoughts, learnings, and present their design.

This course requires at least 6+ hours a week of outside production work. The ability to work in fast paced environment is a must. Students will be introduced to industry-standard software Figma, and it takes time to practice to get familiar with the tool.

🎨 Required Materials

- **Laptop**

Laptop computers and other mobile devices are invaluable tools when used responsibly. Please respect others: pay attention when someone's presenting, turning off your phone…etc. 😉

- **Figma**

Figma app downloads

> 📌 Make sure you get Education plan verified [🔗 Click here to verify]

- **Slack** [🔗 Join the class slack]

We have Slack for class communication and announcements. Each student will receive an invitation to the slack channel on the first day of class. Each student will have their own Slack channel to submit assignments, reflections and communicate with the professor and their classmates.
Everything you will need for the class including important announcements, project briefs, links, events, and resources will be found on Slack. Spend some time learning how to use Slack.
Download the desktop app and the phone app for ease of use. Turn on notifications so you receive class communications in a timely manner.

🗓️ Course Schedule

Academic Calendar

The Academic Calendar provides all relevant holidays, breaks, commencement, school start/end dates as well as Registration and Bursar dates. You can use this page to view the current calendar and revisit past calendars. You can also view the official University Calendar Archives (NYU VPN Required).

https://www.nyu.edu/students/student-information-and-resources/registration-records-and-graduation/academic-calendar.html?semester=Spring%202023

Important Dates

- First day of classes : Monday, Jan 22
- Add/Drop ends : Sunday, Feb 4

- No classes: Monday, Feb 19
- Spring Break – no classes Monday, Mar 18-Friday, Mar 22
- Last day to withdraw with a ‘W’ : Tuesday, Apr 23
- Last day of classes (undergrads) : Monday, May 6
- Exam days & final meeting for grad classes: May 8-14
- IDM Showcase : Friday, May 10

📌 This course schedule provides a thorough list of weekly topics, readings, assignments, and exams. `FYI Subject to change.`

Class Schedule

Aa Week	Date	Topics
📗 Week 1	@January 22, 2024 → January 28, 2024	• Class Intro & Set-up • Design overview
📗 Week 2	@January 29, 2024 → February 4, 2024	• UX Design Intro • Industry overview
📗 Week 3	@February 5, 2024 → February 11, 2024	• Design Process • Design Research • UX Methods & Design Process
📗 Week 4	@February 12, 2024 → February 18, 2024	• UI Design & Visual Design Principles • Figma Basics
📗 Week 5	@February 19, 2024 → February 25, 2024	**President’s Day - No class on Feb 19**

Aa Week	Date	Topics
		• Figma & Prototyping • How to talk about design • Start thinking your project
📗 Week 6	@February 26, 2024 → March 3, 2024	• Design critique • Design Project Kick off
📗 Week 7	@March 4, 2024 → March 10, 2024	• Accessibility • Design Project Proposal • Design workout I
📗 Week 8	@March 11, 2024 → March 17, 2024	• Design workout II • Research update
📗 Week 9	@March 18, 2024 → March 24, 2024	**Spring Break, no classes** • Design Handoff • Things to learn in school • Prepare Midterm presentation
📗 Week 10	@March 25, 2024 → March 31, 2024	• Midterm presentation | • Midterm presentation ||
📗 Week 11	@April 1, 2024 → April 7, 2024	• Design Portfolio • Get a Design job
📗 Week 12	@April 8, 2024 → April 14, 2024	• Future of Deisgn • Final project check-in / Design Review
📗 Week 13	@April 15, 2024 → April 21, 2024	• Final project check-in / Design review • Guest speaker

Aa Week	Date	Topics
📗 Week 14	@April 22, 2024 → April 28, 2024	• Design Presentation • Design Presentation
📗 Week 15	@April 29, 2024 → May 5, 2024	• Guest speaker • Finish design project

💡 Resources

💡 Design Resources

Feel free to check out all the design resources in the Design Resources page!

🏆 Evaluation & Grading

Attendance

- **Attendance is mandatory** and will be taken at the beginning of every class. Since there is so much technical, conceptual, and design information to absorb, **regular attendance is essential.** You are expected to attend class in person at 370 Jay Street.
- Be on Time. Respect others time ⏰
- Contact the professor **IN ADVANCE** if you will not be in class (email or via direct message is preferred). Absence without contact the professor will affect your participation grade.

Grading

Your final grade will be based on a synthesis of quantitative & qualitative rubrics. Students will be evaluated on their commitment to the iterative design process as it

relates to exploring emerging media. Incomplete or unsatisfactory work will be reflected in your grade.

Your final grade will be comprised of the following:

Breakdown	**Scale**
Participation: **20%**	**A** 90%-100%
Assignments: **20%**	**B** 80%-89%
Midterm Project: **25%**	**C** 70%-79%
Final Project: **35%**	**D** 60%-69%
	F < 60%

Qualitative Grading Overview

A. Excellent (90-100: Work of exceptional quality; Exceeds expectations)

A = 94-100 **A-** = 90-93

Performance, participation, and attendance of the student have been of the highest level, showing sustained excellence in meeting course responsibilities. Work clearly differentiates itself from other work, has a memorable impact, and pursues concepts and techniques above and beyond what is discussed in class. The student thoroughly understands the theory and practice behind ideation & prototyping.

B. Very Good / Good (80-89: Work of high quality)

B+ = 87-89 **B** = 84-86 **B-** = 80-83

Performance, participation, and attendance of the student have been good, though not of the highest level. Work demonstrates a better-than-average understanding of course concepts and practice.

C. Satisfactory (70-79: Average; Satisfies course requirements)

C+ = 77-79 **C** = 74-76 **C-** = 70-73

Performance and attendance of the student have been adequate, satisfactorily meeting the course requirements. Work is average and competent, showing a basic understanding of ideation & prototyping theory and practice.

D. Poor; Below Average (60-69: Deficient, but passing)

D+ = 67-69 **D** = 65-66

Performance and attendance of the student have been less than adequate. Work is lacking in many or most areas that show any understanding of ideation & prototyping. Problems may include lack of interest, procrastination, poor planning, and poor craft.

F. Unacceptable (59 & below: Failing course requirements)

F = below 65

Performance and attendance of the student have been such that course requirements have not been met. Work shows no overall understanding of the course material on many levels or either a severe lack of interest.

Assignment Submission

- All essays and papers are due in lecture (due dates will be listed and informed).
- Extensions must be requested **IN ADVANCE** of the due date. Makeup assignments are only available when discussed with and approved by the instructor in advance of the due date.
- Each student will be judged on the commitment, fearlessness, and continuous improvement that their work shows. Incomplete or unsatisfactory work will receive a failing grade.

Academic Honesty

Presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences.

Plagiarism, knowingly representing the words or ideas of another as one's own work in any academic exercise, is absolutely unacceptable. Any student who commits plagiarism must re-do the assignment for a grade no higher than a D. In fact, a D is the highest possible course grade for any student who commits plagiarism. Please use the MLA style for citing and documenting source material.

NYU's policy regarding academic integrity

Academic Integrity for Students at NYU

This policy sets forth core principles and standards with respect to academic integrity for students at New York University. Each school at New York University may establish its own detailed supplemental guidelines for academic integrity, consistent with its own culture, and consistent with the University-wide general guidelines

https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/academic-integrity-for-students-at-nyu.html

Academic Accommodations

If you are a student with a disability who is requesting accommodations, please contact New York University's Moses Center for Students with Disabilities at 212-998-4980 or mosescsd@nyu.edu. You must be registered with CSD to receive accommodations. Information about the Moses Center can be found at http://www.nyu.edu/csd. The Moses Center is located at 726 Broadway on the 2nd floor.

If you are experiencing an illness or any other situation that might affect your academic performance in a class, please email the office of the Coordinator of Student Advocacy, Compliance, and Student Affairs: **eng.studentadvocate@nyu.edu**. They can reach out to your instructors on your behalf when warranted.

Student Accessibility

https://www.nyu.edu/students/communities-and-groups/student-accessibility.html

Statement on Inclusion

The NYU Tandon School values an inclusive and equitable environment for all our students. I hope to foster a sense of community in this class and consider it a place where individuals of all backgrounds, beliefs, ethnicities, national origins, gender identities, sexual orientations, religious and political affiliations, and abilities will be treated with respect. It is my intent that all students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength, and benefit. If this standard is not being upheld, please feel free to speak with me.