EXPANDED COURSE DESCRIPTION
YORK/SHERIDAN DESIGN
School of the Arts, Media, Performance and Design
Design Department
FA / YSDN 3005 3.0 SECTION S
USER CENTRED DESIGN: PROTOTYPING AND USA
FALL 2019 / WINTER 2020

Last Modified Date: 01/09/2020

COURSE CALENDAR DESCRIPTION
Continues investigation into complex problem-solving which emphasizes the application of systemic design methods. Individual and team problem-solving techniques are utilized to identify and analyze problems, develop content, specify functions, evaluate solutions and produce prototypes at the system level.
Prerequisite: FA/YSDN 2005 3.00 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.
A continued investigation into complex problem solving which emphasizes the application of systemic design methods. Individual and team problem-solving techniques are utilized to identify and analyze problems, develop content, specify functions, evaluate solutions and produce prototypes at the system level.
Prerequisite: FA/YSDN 3006 3.0 or permission of the Department of Design. Note: For students not in the BDes program, compulsory and voluntary supplementary fees apply.

Section Responsible Faculty: FA
Section Responsible Unit: YSDS

INSTRUCTOR(S)

<table>
<thead>
<tr>
<th>Name</th>
<th>Section / Format / Term</th>
<th>Contact Email</th>
<th>Contact Phone</th>
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<tbody>
<tr>
<td>Cheung, Mark</td>
<td>Sec. S / STDO / W</td>
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SPECIAL FEATURES

1
York University /Sheridan College Program in Design
FA/YSDN 3005 3.0 Practicum User-Centred Design: Protoyping and Usability Winter Term 2020
User-Centred Design: Protoyping and Usability
York Course Director: Borzu Talaie borxu@yorku.ca
Office Hours: Tuesday DB 4004 (by appointment only)
Section M: Tuesday 16:30 - 20:30 DB 4031
Sheridan
Course Director: Mark Cheung mark.cheung1@sheridancollege.ca Office Hours: by appointment only
Section S: Tuesday 09:00 - 13:00 J218
Prerequisite / Co-requisite: FA/YSDN 2005 3.0 or permission of the Department of Design. For students not in the BDes program, compulsory and voluntary supplementary fees apply. An intermediate knowledge of Adobe Photoshop and Illustrator is required for this course.
Course Description
Continues investigation into complex problem-solving which emphasizes the application of systemic design methods. Individual and team problem-solving techniques are utilized to identify and analyze problems, develop content, specify functions, evaluate solutions and produce prototypes at the system level.
Expanded Course Description
With both individual and team components, teams will develop and refine an application prototype over a series of phases; envisioning the conceptual framework, implementing a working prototype, then evaluate and refine the prototype based on user testing.

Course Objectives
The purpose of this course is to assist students with developing a conceptual and technical framework for approaching interactive design projects and related theoretical issues.
The specific objectives of this course are that students will be able to:
- actualize functional prototypes of interactive designs
- plan and execute user testing methods for prototype testing
- articulate design ideas in visual, oral and written modes
- apply design principles towards interactive problem-solving
- develop and apply knowledge and skills of visual design for interactive and presentation environments
- produce communication documents such as diagrams, briefs and storyboards
- independently research and critically examine interactive objects and environments
- collaborate with peers to develop collective knowledge and skills
- further explore and enhance technical abilities with a variety digital media tools

Course Schedule
See course website for weekly schedules.

Course Text / Readings
Refer to the course website.

Other Resources
Supplementary course materials and case studies in print and/or digital format are available in the Scott Library at York, Sheridan Library, owned personally by the instructor or online – for example Safari Books and complete access to Lynda.com courses are accessible through your Sheridan Library account. The instructor will list these resources as determined by class activities.

Required Material(s)
Some specific materials may be required for completion of projects. Their cost will vary depending on the materials and techniques chosen by a student. Students will also need digital data storage devices such as a USB flash drive, a portable hard drive and access to a server space at York or Sheridan.

Proper Use of Facilities
Use of the YSDN facilities and equipment is for proper completion of assigned projects only. Privileges may be withheld for improper use. Lateness or incomplete work due to the loss or suspension of privileges is not an acceptable reason for missed deadlines. Students under suspension of privileges must find alternative means to complete projects.

Evaluation
This course will consist of a combination of lecture, research assignments, hands–on tutorials and creative production of projects. Emphasis will be placed on the exploration of the contextual meanings of interactive design, visual syntax, visual expression, and documentation of the design process. There will be a combination of individual and group coursework.

When grading projects and assignments, you will be graded on the following four distinct aspects of the work.
1. Concept and Ideas – their originality and relevance to the problem. Lateral Thinking abilities, analysis of project requirements, understanding of the problem and its parameters, goals & objectives.
2. Refinement of the Concept – the ability to take the original idea(s) and further develop/improve and apply them. Vertical Thinking abilities, critical evaluation of ideas and solutions.
3. Skills – the technical abilities (understanding & execution) as demonstrated throughout the problem from early sketches to finished state, translation of ideas to visually & technically refined forms.
4. Presentation – the ability to communicate visually, verbally and in written form the systematic and logical direction your synthesis of the problem solving process has taken and appropriateness of the final visual resolution of the project/exercise.

**Grading**

The final grade for the course will be based on the following items weighted as indicated: Project Work

- Phase 1 20%
- Phase 2 20%
- Phase 3 20%
- Phase 4 20%
- Documentation 10%
- Attendance, Participation 10%

Note: Final course grades may be adjusted to conform to program or faculty grades distribution profiles.

**Grading Scheme**

The grading scheme for the course conforms to the 9-point grading system used in undergraduate programs at York (e.g., A+ = 9, A = 8, B+ = 7, C+ = 5, etc.). Assignments and tests will bear either a letter grade designation or a corresponding number grade (e.g. A+ = 90 to 100, A = 80 to 90, B+ = 75 to 79, etc.). For a full description of York grading system see the York University Undergraduate Calendar at http://calendars.registrar.yorku.ca/2015-2016/academic/grades/index.htm

Students may take a limited number of courses for degree credit on an ungraded (pass/fail) basis. For full information on this option see Alternative Grading Option in the AMPD section of the Undergraduate Calendar at http://calendars.registrar.yorku.ca/2015-2016/faculty_rules/FA/grading.htm

**Grade / Grade Point / Percent / Range Description**

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<th>Grade</th>
<th>Grade Point</th>
<th>Percent</th>
<th>Description</th>
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<tbody>
<tr>
<td>A+</td>
<td>9</td>
<td>90 – 100</td>
<td>RARE AND EXCEPTIONAL WORK</td>
</tr>
<tr>
<td>A</td>
<td>8</td>
<td>80 – 89</td>
<td>EXCELLENT WORK</td>
</tr>
<tr>
<td>B+</td>
<td>7</td>
<td>75 – 79</td>
<td>VERY GOOD WORK</td>
</tr>
<tr>
<td>B</td>
<td>6</td>
<td>70 – 74</td>
<td>GOOD WORK</td>
</tr>
<tr>
<td>C+</td>
<td>5</td>
<td>65 – 69</td>
<td>COMPETENT WORK</td>
</tr>
<tr>
<td>C</td>
<td>4</td>
<td>60 – 64</td>
<td>FAIRLY COMPETENT WORK</td>
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<tr>
<td>D+</td>
<td>3</td>
<td>55 – 59</td>
<td>PASSING WORK</td>
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<tr>
<td>D</td>
<td>2</td>
<td>50 – 54</td>
<td>POOR WORK</td>
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<tr>
<td>E</td>
<td>1</td>
<td>31 – 49</td>
<td>VERY POOR WORK</td>
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<tr>
<td>F</td>
<td>0</td>
<td>0 – 30</td>
<td>INADEQUATE WORK</td>
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All courses taken at York and Sheridan, including failures, are included in grade point average calculations.

To calculate your Grade Point Average please visit: http://www.yorku.ca/finearts/sas/gpa.htm
Assignment Submission
Proper academic performance depends on students doing their work not only well, but on time. Accordingly, assignments for this course must be received on the due date specified for the assignment. Assignments are to be handed in class on the appropriate date.

Lateness Penalty
Assignments received later than the due date will be penalized 10% per business day that the assignment is late. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

Missed Tests or Deadlines
Students with a documented reason for missing a course project deadline or a test, such as illness, compassionate grounds, etc., which is confirmed by supporting documentation (e.g., doctor’s letter) may request accommodation from the Course Instructor. Further extensions or accommodation will require students to submit a formal petition to the School of the Arts, Media, Performance and Design.

Attendance and Lateness
Regular and punctual attendance is required professional behaviour in industry and therefore in this program. Attendance will be taken at the beginning of each class. Students are responsible for letting faculty know ahead of time if they are going to be late for class or not attending.

Being late twice equals one absence. Lateness of more than thirty minutes equals one absence. If a student is absent from four classes during the term, a grade of “F” will be given for the course. Exceptions to the lateness penalty for valid reasons such as illness, compassionate grounds, etc., may be entertained by the Course Instructor but will require supporting documentation (e.g., a doctor’s letter).

Students will be responsible for all academic, financial penalties and consequences resulting from their non-attendance.

Last Date to Drop the Course
Friday March 13, 2020 is the last day that a student can drop this course without receiving a grade. Financial penalties may be involved and could be assessed depending on the precise date that the course was dropped.

Students Responsibilities
Always back-up/save/archive digital work on at least two different mediums (e.g. a cloud service and a flash drive). Computer lab hard drives will be erased of all student files on a regular basis.
Inform the course instructor, in a timely fashion, of any problems that may interfere with the students’ progress in the class.
Read and understand university policies and important course information (see next section).

IMPORTANT COURSE INFORMATION FOR STUDENTS
All students are expected to familiarize themselves with the following information:

Academic Honesty & Integrity
YSDN students are required to maintain high standards of academic integrity and are subject to the Senate Policy on Academic Honesty http://www.yorku.ca/univsec/policies/document.php?document=69
There is also an academic integrity website with complete information about academic honesty. Students are expected to review the materials on the Academic Integrity website: http://www.yorku.ca/academicintegrity

Occupational Health & Safety
Students must be aware of ergonomic factors related to the course work and should practice recommended exercise to prevent developing occupational related health problems. Please refer to the following web page for details: http://ergo.info.yorku.ca/

Accessibility/Disability Services
Both York and Sheridan provide services for students with disabilities (including learning, mental health, physical, sensory and medical disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at both institutions.
Students in need of these services are asked to register at both York and Sheridan as early as possible to ensure sufficient advance notice so that appropriate academic accommodation can be provided. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with these services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

At York University

Additional information is available at www.yorku.ca/cds or by contacting the offices of the disability service providers:


Physical, Sensory and Medical Disability Services - N108 Ross Building, 416-736-5140, www.yorku.ca/cds/psmds

The York Senate Policy on Accommodating Students with Disabilities is available at yorku.ca/secretariat/policies/document.php?document=68

At Sheridan College

Accessible Learning Services is located in Room B103, Trafalgar Campus. 905-845-9430 x2530 www.sheridancollege.ca/life-at-sheridan/student-services/ accessible-learning-services.aspx

Counselling Services www.sheridancollege.ca/life-at-sheridan/student-services/ counselling-services.aspx

Health Services www.sheridancollege.ca/life-at-sheridan/student-services/health.aspx3

Ethics Review Process

YSDN students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants at http://www.yorku.ca/secretariat/policies/document.php?document=94 In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation

York and Sheridan are committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the course director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the course director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from at York, Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf. Further information on religious observance is available at: https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs

Student Conduct

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect and to refrain from actions disruptive to such a relationship. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. A statement of the policy and procedures involving disruptive and/ or harassing behaviour by students in academic situations is available on the York website: http://www.yorku.ca/univsec/policies/document.php?document=82

Entering External Design Award Shows and Competitions

In an effort to encourage more students to enter external award shows and competitions, the York/ Sheridan Program in Design will reimburse the entry fee for winning entries at outside award shows and competitions,
up to $35 (CAD) per piece entered.

To take advantage of this, students must:

Enter the competition, pay entry fees and postage and arrange for delivery;

Provide written proof that they have received an award/prize, and

Provide the original receipts for the entry fee in Canadian Dollars. (If the entry fee was paid in another currency, we require a receipt indicating the exact amount you paid in Canadian Dollars.)

NOTE: Students are responsible for any other fees that may be associated with the prize. Please contact Barb Batke (bbatke@yorku.ca) for reimbursement after you receive the award.

Many courses utilize Moodle, York University's course website system. If your course is using Moodle, click here to access it.

Moodle @ York University