Professor: Katie Stern, MFA (call me Katie or Professor Stern)	**Office Phone:** (715) 346-4145
Office Hours: Tues. & Thurs. 11:00 a.m. – 12:30 p.m.	**Office Location:** B239 Science Bldg.
Mon. & Wed. 1:30 – 2:30 p.m.	**Email:** kstern@uwsp.edu

What this course is about:

This course explores innovation through a survey of human-computer interaction (HCI) and hands-on innovative projects. We'll be looking at the innovative *process*, including the understanding of user needs and goals, iterative design processes, and collaborative presentation of the design artifacts and recommendations for further product/interface development.

This is the introductory course within the Web and Digital Media Development (WDMD) major. We'll also explore human perception and how humans recognize and use cultural artifacts. We will survey the history of HCI and the user-centered design processes used in industry today and legal aspects of designing digital products.

By semester's end you will have new innovative powers to develop really cool ideas for whatever interests you. You will also understand the importance of getting feedback from potential users of your ideas. And if you ever need to develop a website, you'll have some strong ideas about how that site should look.

Prerequisites:

There are no prerequisites for this course. You needn't have any computer, business, or creativity experience. Everyone is welcome. All students can succeed if they come with an open mind and willingness to try new things.

Professor/Student Communication:

We'll be using the online Desire2Learn (D2L) system in this class. Many of your assignments and grades will be accessed through D2L.

You can e-mail me at any time at kstern@uwsp.edu. You can also call me at 715-346-4145. Leave a message if necessary. My office hours are listed at the top of this syllabus.

Textbooks:
Interaction Design, Fourth Edition by Preece, Rogers, and Sharp
The Design of Everyday Things, Revised and Expanded Edition by Donald Norman

This is a Social Sciences-designated course in the General Education Program. The credits you receive in this course will help satisfy UW-Stevens Point's General Education requirements for graduation. Below you will see how this course aligns with the GEP-Social Sciences Learning Outcomes:

GEP-Social Sciences Learning Outcomes:
- Explain or apply major concepts, methods, or theories used in the social sciences to investigate, analyze, or predict human behavior (aligns with WDMD Program Competencies #2 and 3 below).
- Examine and explain how social, cultural, or political institutions influence individuals or groups (aligns with WDMD Program Competencies #4 and 5 below).

WDMD Program Competencies:
The WDMD faculty members at UW-Stevens Point have developed a set of program competencies that define the educational goals of the WDMD major. No single WDMD course can cover all of the program competencies, but together the required and elective courses within the major meet all of these goals. This course is designed to help you meet the following program competencies:

1. *Technical Knowledge & Skills* - Achieve an industry-standard entry level of competence in tools and techniques used in web and digital media development. (Aligns with Course Objectives #1, 3, and 6 below)
2. *Design Knowledge and Skills* - Achieve an industry-standard level of knowledge and skills in human-centered design and assessment of digital media. (Aligns with Course Objective #1, 2, 5, and 7 below)
3. *Personal Communication Skills* - Demonstrate industry-standard communication skills throughout all phases of the digital artifact development process; including research, stakeholder interactions, results presentations, and team problem solving both distance and face-to-face environments (aligns with Course Objectives #2 and 6 below).
4. *Contextual Knowledge & Values* - Demonstrate the ability to identify and shape digital artifact development based on human-centered cultural, technical, and ethical issues. (Aligns with Course Objectives #2, 3, 4, 5, and 6 below)
5. *Interdisciplinary Knowledge and Skills* - Demonstrate an ability to contribute to, and act as the end user's advocate across, all disciplines involved in a professional digital development team (aligns with Course Objectives #1, 2, 5 and 6 below).
6. *Life Long Learning* - Critically assess emerging trends and technologies the field of digital media and constantly acquire new knowledge and skills applicable to that field (aligns with Course Objectives #4, 5, and 7 below).

WDMD 100 Course Objectives
At the end of this course, you will have accomplished the following:
1) Demonstrated an understanding of human perception, cognition, and memory as they apply to Human-Computer Interaction.
2) Conducted ethnographic observations in both group and individual work.
3) Conducted iterative user testing on physical and digital prototypes throughout the development life cycle.
4) Demonstrated knowledge of the history of Human-Computer Interaction.
5) Demonstrated ability to evaluate and keep up to date with the evolution of cultural conventions and changes in media consumption.
6) Demonstrated ability to collaborate with and present to team members and the class.
7) Demonstrated application of the legal aspects of digital development, including ISO standards, Section 508 standards, and copyright law.

Grading Policy:
Assignments will be graded according to the following criteria:
1. **TIMELINESS**. This class is built around the concept that taking part in class projects is crucial to developing your own innovative process. **Assignments handed in any time later than the *date and time* they are due will result in a loss of 20% of the available points *per 24 hours they are late.***
2. **OBSERVATION PROJECTS.** You will conduct two half-hour-long observations outside of class time as part of a collaborative project. Observations will be graded for documentation and improvement in observation during the semester.
3. **ONLINE QUIZZES** will be delivered as D2L quizzes and are designed to be study guides for the examinations. They will cover both reading materials and lecture materials. The examinations (next section) will contain different questions, so consider the quizzes the hints I can give you on what to study. Do not try to memorize the questions and answers to the quizzes. Instead, look at how the questions were asked and what information they covered. Then go study that information before the exam. Each quiz is only available for a specific period of time, typically two days. After that date no one can take the quiz regardless of excuses. At that stage the quiz answers will be revealed for further study and will remain available for the remainder of the semester.
4. **EXAMINATIONS** will be delivered during lecture time and are designed to encourage you to do the assigned readings and keep up with class lecture material. **Exams will be announced during lectures *at least* one week in advance of the exam date**. If you miss an exam, it must be made up within five weekdays after the missed exam. Contact the professor via e-mail or phone to learn how to make up a missed exam. The final examination will cover only the last unit of the semester. It is not a comprehensive exam.
5. **EXTRA CREDIT** opportunities are rare but occasionally arise. Sometimes there are other classes that need a specific number of students to take part in usability testing or other activities. **These opportunities will be announced via UWSP e-mail to all students in the class. You are not guaranteed an opportunity to earn**

extra credit points, so sign up for these opportunities as early as you can. I do not create extra credit opportunities for individual students.

Each exam is worth 100 points. Online quizzes earn one point per question and vary in number of questions from one quiz to the next. Observations and group projects are worth 25 points apiece. Group project points may be earned in part on grading by your fellow students.

The breakdown of grades is as follows:

A	= 94-100% of all possible points		C	= 75-77.99%
A-	= 90-93.99%		C-	= 72-74.99%
B+	= 87-89.99%		D	= 69-71.99%
B	= 84-86.99%		F	= <69%
B-	= 81-83.99%			
C+	= 78-80.99%			

Final Exam
- **The final exam for Section 1** is Thursday, May 18th 10:15 a.m. – 12:15 p.m. in A224 Sci.
- **The final exam for Section 2** is Tuesday, May 16th 14:45 – 16:45 (2:45 – 4:45 p.m.) in A224 Sci.

In an Emergency:
- In the event of a medical emergency, call 911 or use the red emergency phone located to the right of the pendulum in the 2nd floor hallway of the Science Building. Offer assistance if trained and willing to do so. Guide emergency responders to victim.
- In the event of a tornado warning, proceed to the lowest level interior room without window exposure on the first floor lavatory in the Science Building. If time or space do not allow, go to A224 or A225 Science Building or remain in the hallways around those classrooms. See http://www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx for floor plans showing severe weather shelters on campus. Avoid wide-span rooms and buildings.
- In the event of a fire alarm, evacuate the building in a calm manner. Meet at the far end of the new science building currently under construction. The Ministry Medical Center will be across the street from where we would meet. Notify the professor or emergency command personnel of any missing individuals.
- Active Shooter – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Follow instructions of emergency responders.
- Watch the Active Shooter video at: https://campus.uwsp.edu/sites/rmgt/campus/SitePages/Shots%20Fired%20-%20Lightning%20Strikes.aspx
- Watch the Preventing Violence video at: https://campus.uwsp.edu/sites/rmgt/campus/SitePages/After Effectspoint%20on%20Campus.aspx
- See UW-Stevens Point Emergency Management Plan at www.uwsp.edu/rmgt for details on all emergency response at UW-Stevens Point.

Student Academic Standards and Disciplinary Procedures
UWSP has specific guidelines regarding student rights and responsibilities in class and on campus explained at http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/rightsCommBillRights.pdf
Student academic standards and disciplinary procedures are explained at http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf

Disability Services
For information on **accommodations** available to students with disabilities, visit the Office of Disability Services in room 609 Learning Resource Center (715-346-3365) or their website: http://www.uwsp.edu/disability/Pages/default.aspx . The registration process is a complex and lengthy one (2-3 weeks). Start the process now by contacting Disability Services at 715-346-3365 or emailing datctr@uwsp.edu and/or by completing the ⬛Request for Services.pdf

Information on assistive technology can be found at: http://www.uwsp.edu/disability/Pages/assistiveTechnology.aspx