

SYLLABUS SUBJECT TO CHANGE	Course Number: WDES1-CE9245/ Non-Credit / Applicable towards Certificate in Digital and Graphic Design Production
Location	Woolworth Building, 15 Barclay Street Room 335B
Class Times	2 Sessions Saturday July 14 th and 21 st , 2012 9:30 ~ 5:30
Instructor	Cathline Marshall
Contact Information	Phone: 212.987 0076 (M thru F 10 am ~ 6 pm) c.marshall.nyu@gmail (Please allow 24 hours for reply.) All handouts, slides and other resources are available at http://nyuusability.wordpress.com/
Course Objective	To provide a foundation that will allow students to successfully build a usable website. We will look at the roles information architecture, navigation, design, and writing play in creating a usable website. Additionally, we will perform a usability test. Each class will have lecture and workshop segments.
Course Description as per catalogue	Usability is a crucial factor in a website's success. Discover proven methods for integrating key elements, such as user-centered design, information architecture, rapid prototyping, and usability assessment, into the development process. Learn best practices in usability, including cost-effective methods of user interface design, implementation, and evaluation. Discover mental models, usability lifecycle, interaction styles, and user profiles, and get hands-on practice applying these methods in a variety of environments. Ensure that sites meet the needs and expectations of the organization and users. This course is applicable toward: <ul style="list-style-type: none">• Certificate in Digital and Graphic Design Production• Certificate in Web Producing
Grading	Attendance and punctuality: 25% Class participation: 25% Homework: 50%
Course Policy	Your attendance and participation is essential in the class, as we will be doing group based exercises. Your final grade will be reduced 12.5% for a single missed class and two missed classes will not result in a passing grade. Homework must be handed in on time in order to receive a grade.
Homework	Please type and electronically submit your homework to c.marshall.nyu@gmail. Wireframes and designs may be sketched and handed in by hand. They must be legible.
Required Textbooks	<i>Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition</i> Steve Krug, New Riders Press 2005 <i>Rocket Surgery Made Easy</i> Steve Krug, New Riders Press 2010 (Commonly available at Barnes & Noble. Also available from Amazon and BN.com as an ebook.) <i>Research Based Web Design & Usability Guidelines</i> U.S. Department of Health and Human Services Available as free PDF from http://usability.gov/guidelines/guidelines_book.pdf

Topics Covered *

Class One

What is Usability?
Mental Models
Heuristics
User & Business Goals
Information Architecture
Navigation
Wireframing/Prototypes
Personas

Class Two

User Testing
Accessibility
Screen reader
Usability Guidelines
Forms
Technology (Morae & Eye Tracking)
Emotion and Design

** Note: Lesson details and schedule is subject to change due to current events and/or level and interests of students.*

Additional Reading

Web Form Design: Filling in the Blanks
Luke Wroblewski
Eye Tracking Web Usability
Jacob Nielsen
Designing Web Usability
Jacob Nielsen
The Design of Everyday Things
Donald Norman
The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity
Alan Cooper
Neuro Web Design: What Makes Them Click
Susan M. Weinschenk, Ph.D.
Art & Science of Web Design
Jeffrey Veen

Grade Descriptions

Grade	Verbal Interpretation	Gradations, Conversions & Scales
A	Excellent work. Superior effort.	There is no A+ A = 93 - 100 = 4.0 A- = 90 - 92 = 3.7
B	Very good work.	B+ = 87 - 89 = 3.3 B = 83 - 86 = 3.0 B- = 80 - 82 = 2.7
C	Satisfactory work.	C+ = 77 - 79 = 2.3 C = 73 - 76 = 2.0 C- = 70 - 72 = 1.7
D	Pass. Met minimal course requirements.	D+ = 67 - 69 = 1.5 D = 65 - 66 = 1.0 There is no D-
F	Fail. Unsatisfactory work.	F = below 65 = 0.0
N	No Grade.	Cannot be applied to a Certificate. Faculty assigns this grade for unofficial withdrawal (student disappears or excessive absences.)
NE	Non-evaluative. (Requested or automatic)	Cannot be applied to a Certificate. An NE grade cannot subsequently be changed to an evaluative grade. <u>Requested:</u> If the course is evaluative, an evaluative grade can only be changed to a non-evaluative grade at the student's request and with the approval of the instructor. <u>Automatic:</u> If the course is a non-evaluative course, the NE will be issued automatically by the Registrar's Office. Faculty will not receive a grade report for these courses. (See Grade Reporting and attached form for process for requesting an NE.)