

IMD-225S-801FS - User Experience (UX) Design

Fall 2026 3 Credit Hours— Edison State Community College

Section/Term:	IMD-225S-801FS
Class Meeting Time:	ONLINE
Location:	ONLINE
Required items:	• Designing and Prototyping Interfaces with Figma, Author: Fabio Staiano, March 2022, ISBN: 978-1-800-56418-3 • A Project Guide to UX Design, Author: Ross Unger and Carolyn Chandler, Edition: 2nd, ISBN: 978-0-321-81538-5 • Don't Make Me Think, Revisited, A Common Sense Approach to Web Usability, Author: Steve Krug, Edition, 3rd, ISBN: 978-0-321-96551-6
Faculty:	Christina Brownlee
Credentials:	MBA, Urbana University, 2013 BA, Hamline University, 2010 25-year career as Graphic Designer
E-mail:	cbrownlee@edisonohio.edu
Faculty Phone:	937.815.5058
Faculty Office Hours:	Online - available daily and will accommodate to your schedule.
Faculty Contact:	If you have questions or concerns, please contact me via email with your course and section number in the email IMD- 225S-801FS) using your Edison State email. We can set up online or in person meetings to help you succeed. I do not like to leave students waiting. I am extremely responsive, so if you do not hear from me in 24 hours, please Reply All to your sent email to follow up. We do not use Blackboard messages in this course.

Office Hours

Please use the Q & A discussion board to ask questions about the class with classmates. If you have a concern, feel free to email/call me directly.

Study Tables

This program serves as an additional opportunity for you to get help and support from your peers. Study Tables are scheduled from 6:00 pm to 9:00 pm on Tuesdays. You are welcome to come and go as you please during this time. Study Tables will be held in Room 221 at the Piqua campus.

Study Tables Zoom link: <https://us02web.zoom.us/j/89010320668>

General Information

Please make sure that you've digested this entire syllabus carefully. Any questions that you may have about the course, in general, should be answered within these pages. All assignments and any information you may need for completing the course will be located on Blackboard (Edison's LMS).

Distance Technologies

I am a big proponent of virtual meeting technologies, and I will use them throughout this course. If you need my assistance at any point in the term, you are always welcome to schedule a Zoom session and meet virtually (you'll be able to speak [or chat if you don't have access to a microphone] with me during the scheduled meeting, as well as share your screen with me).

Perseverance

I encourage you to stay up to date with the coursework to prevent yourself from falling too far behind. The material for this course builds on each previous week, so if you fall too far behind, it will be difficult for you to understand the most recent material being presented.

Lecture Time

Note: this course will be delivered entirely online. Please see the weekly activities and due dates on the schedule below.

Types of Learning Activities

Introduction Activities

There is an Introduction Quiz and Introductions discussion board to get you fully acquainted with the course and your classmates. Be sure to review all of the material on these pages before attempting the Introduction Quiz. **You must get a perfect score on the Introduction Quiz to unlock the course content (in the Coursework folder).** You get unlimited attempts to pass the Introduction Quiz and there is no time limit for an attempt.

Assignments

All assignments will be submitted through Blackboard. For any essay questions, you will be required to follow my expectations (mentioned above) and use proper English with detailed and accurate responses to receive full credit. Additionally, all assignments should follow APA formatting guidelines unless otherwise stated.

Discussion Boards

All discussion board posts will be submitted through Blackboard. For your posts, you will be required to follow my expectations (mentioned above) and use proper English with detailed and accurate responses to receive full credit. The Discussion Board Guidelines can also be located below, which should be always followed.

Discussion Board Guidelines

Discussion board guidelines address communication behaviors that are particular to an online environment. Below are the guidelines for online discussion boards within this course.

- **Be inclusive.** You can do this by making sure that everyone has at least one response.
 - **Tip:** If you are unsure who to respond to, try looking for posts that have not yet received a reply. Also, be sure to reply to people who post questions or comments to you.
- **Be on time.** Your contributions to our discussions are important, but our learning community will not benefit from them unless you post on time.
 - **Tip:** Set calendar reminders to make sure you contribute on time.
- **Disagree respectfully.** Disagreement and different ideas are essential parts of learning, problem-solving, and creativity. However, for different ideas to be heard and shared, it is important to maintain a respectful stance even through vehement disagreement; otherwise, communication may break down.
 - **Tip:** You might start the conversation with a question to clarify or get more information before you explain your different perspective. For example, “Nathan, can you tell me more about what you meant when you said that recycling programs are a poor use of public resources?”
 - **Tip:** Refrain from using judgmental evaluations of what someone posted and instead present your own perspective supported by factual information. For example, instead of “Jamal, your analysis makes no sense,” you can say, “Jamal, I interpreted the results of the study

differently. As I see it, there was no statistically significant difference in the children's test scores, which implies that the new program is not working."

- **Be concise.** Lengthy paragraphs are difficult for readers to digest. Keep your paragraphs short and your writing concise.
 - **Tip:** Consider using bullet points to help highlight your main points or headings if your post needs to be lengthy.
- **Stay on topic.** Off-topic comments can derail our conversation. You can post off-topic comments in our open discussion forum or one of the other communication modes we are using in the course.
- **NO YELLING.** When you write in uppercase letters in online communication, it is usually interpreted as yelling.
- **Add some emotion.** :-) Sometimes it helps communicate the tone of your message when you add an emoticon. However, only do so as necessary, as it can also be annoying to readers if you use too many (which is probably the opposite of your intention).
- **Use humor carefully.** Sarcasm does not translate well in an online environment. It is best to avoid the potential pitfalls of misunderstood messages.

Unit Projects

You will have at least one week from when a unit project is assigned to when it is due. There will be a rubric provided for each unit project. More information about each unit project will be provided when it is assigned. Please contact me with questions regarding this assignment.

Final Project

You will have at least two weeks from when the final project is assigned to when it is due. There will be a rubric provided for the project. More information about this project will be provided when it is assigned. Please contact me with questions regarding this assignment.

Schedule

The following is a tentative schedule based on the needs of this class. I reserve the right to make any schedule changes deemed necessary. This course has strict due dates. **No late work will be accepted after the grace period. All assignments are to be completed and submitted on Mondays by 11:59 pm!**

Week-By-Week Breakdown						
Week #	Units	Topics	Reading	Assignments	Points	Due Date (by 11:59 pm)
Week 01 - 08/24/2026	Unit 00 - Course Introduction	Welcome to IMD-225S	Course Introduction, Syllabus, and College Resources	Introduction Activities	40 pts	8/31/2026
	Unit 01 - UX Design Principles and Project Requirements	Topic 01 - Introduction to User Experience Design (K)	- Read Chapters 01 (in Krug) and 01 (in Unger)	Assignment(s) for Topic 01	50 pts	
Week 02 – 8/31/2026		Topic 02 - Business Requirements (K)	- Read Chapters 02 (in Krug) and 05 (in Unger)	Assignment(s) for Topic 02	50 pts	09/7/2026
Week 03 - 09/7/2026		Topic 03 - User Research (K)	- Read Chapters 03 (in Krug) and 06 (in Unger)	Assignment(s) for Topic 03	50 pts	09/14/2026
Week 04 - 09/14/2026		Topic 04 - Content Strategy (K)	- Read Chapters 04 (in Krug) and 08 (in Unger)	Assignment(s) for Topic 04	50 pts	09/21/2026

Week-By-Week Breakdown						
Week #	Units	Topics	Reading	Assignments	Points	Due Date (by 11:59 pm)
Week 05 - 09/21/2026	Unit 02 - UX: A User-Centered Approach	Topic 05 - Transition: From Defining to Designing (K)	- Read Chapters 05 (in Krug) and 09 (in Unger)	Assignment(s) for Topic 05	20 pts	9/28/2026
Week 06 – 9/28/2026				Unit 01 Project	110 pts	10/5/2026
		Topic 06 - Personas (K)	- Read Chapters 06 (in Krug) and 07 (in Unger)	Assignment(s) for Topic 06	50 pts	
Week 07 - 10/5/2026		Topic 07 - The Big Bang Theory of Web Design (K)	- Read Chapter 07 (in Krug)	Assignment(s) for Topic 07	50 pts	10/12/2026
Week 08 - 10/12/2026		Topic 08 - Design Meetings (K)	- Read Chapters 08 (in Krug) and 16 (in Unger)	Assignment(s) for Topic 08	50 pts	10/19/2026
Week 09 - 10/19/2026		Topic 09 - Usability Testing (K)	- Read Chapters 09 (in Krug) and 14 (in Unger)	Assignment(s) for Topic 09	50 pts	10/26/2026
Week 10 - 10/26/2026				Unit 02 Project	110 pts	11/02/2026
	Unit 03 - UX Designing, Wireframing, and Prototyping	Topic 10 - Design Principles (K)	- Read Chapters 10 (in Krug) and 10 (in Unger)	Assignment(s) for Topic 10	20 pts	
Week 11 - 11/02/2026		Topic 11 - Site Maps and Task Flows (K)	- Read Chapters 11 (in Krug) and 11 (in Unger)	Assignment(s) for Topic 11	50 pts	11/9/2026
Week 12 - 11/9/2026		Topic 12 - Wireframes and Annotations (K)	- Read Chapters 12 (in Krug) and 12 (in Unger)	Assignment(s) for Topic 12	50 pts	11/16/2026
		Introduce Final Project				
Week 13 - 11/16/2026		Topic 13 - Prototyping (K)	- Read Chapters 13 (in Krug) and 13 (in Unger)	Assignment(s) for Topic 13	50 pts	11/23/2026
Week 14 - 11/23/2026	Unit 04 - Final	Topic 14 - Final Project (A)	N/A	Final Project	150 pts	12/12/2026
Week 15 – 11/30/2026						
Week 16 - 12/7/2026						

Grading Policy

All assignments must be completed by their due dates to receive full credit. A 10% deduction will be taken for each day that an assignment is late after the due date (up to three days). After three days, any outstanding assignments will receive a zero. For example, an assignment is due on Monday at midnight, and you submit the assignment on Wednesday at 3:00 pm. You have submitted the assignment two days late, with a 20% deduction. Keep in mind that the 20% deduction is taken from 100%. Any additional errors or mistakes in the assignment still count against your total score for that assignment.

I do my absolute best to provide you with valuable and constructive feedback after an assignment is submitted. Before assignment deadlines, you are more than welcome to send me drafts of your assignment(s), and I will provide you with feedback and direction. Do not spend a long time being stuck on an

assignment. If you are stuck, it probably means you need to reach out to me. If you do so, please do not upload draft assignments to Blackboard. I will grade anything in Blackboard as if it were for credit. If you need help, you can schedule time to meet with me, or send me the draft via email. There is no penalty for receiving early feedback (I strongly encourage it). This policy allows you to maximize the credit that you receive for all assignments.

Grade Determination

Midterm grades are based on all material from the first half of the course and will be a direct percentage of all work completed up to that point. Final grades for the course will be determined according to the following tables:

Points Breakdown		
Introduction Activities	40 pts	
Assignments	330 pts	
Discussions	260 pts	
Unit Projects	220 pts	
Final Project	150 pts	
Total	1000 pts	
Grading Breakdown		
89.5 - 100%	895 pts – 1000 pts	A
79.5 - 89.4%	795 pts – 894 pts	B
69.5 - 79.4%	695 pts – 794 pts	C
59.5 - 69.4%	595 pts – 694 pts	D
< 59.5%	< 595 pts	F

TEXTBOOKS

Required: Designing and Prototyping Interfaces with Figma, Author: Fabio Staiano, March 2022, I
SBN: 978-1-800-56418-3

Required: A Project Guide to UX Design, Author: Ross Unger and Carolyn Chandler, Edition: 2nd, I
SBN: 978-0-321-81538-5

Required: Don't Make Me Think, Revisited, A Common Sense Approach to Web Usability, Author: Steve Krug, Edition, 3rd, ISBN: 978-0-321-96551-6

COLLEGE POLICIES

In our Blackboard course, there is a menu item called **COLLEGE POLICIES**. By selecting the **COLLEGE POLICIES** menu item, you are able to see current information and policies in the following areas: Edison Student Handbook, Edison Community College Catalog, Academic Honesty, Core Values, Disability, Diversity, Important Dates, Dropping/Withdrawing Classes, General Education Outcomes, Student Services, Attendance & Participation, Grading Criteria, and Response Time.

ACCOMMODATIONS /ACCESSIBILITY STATEMENT

Edison State Community College will make reasonable accommodations for students with documented disabilities. If you believe that you may need an accommodation based on the impact of a disability, contact the instructor privately with your Self-Identification Letter. If you do not have a Self-Identification Letter, contact the Office of Disability Services by email

accessibilitysupport@edisonohio.edu or call 937.381.1548. The Office of Disability Services is located on the Piqua Campus in Room 160. For additional information, visit the Accessibility and Disability Services page.

ADVISING SERVICES

Edison State's career pathway advisors are your partners in success. A career pathway advisor is the first advisor that you will meet with once you have made the decision to further your education. Together, you and your career pathway advisor will:

- Identify the right academic major to set you on your desired career path.
- Identify the courses you'll need to accomplish your academic goals.
- Help you develop a student plan tailored to your lifestyle and work schedule.
- Prepare you to navigate your first semester at Edison State.

You can find your career pathway advisor and faculty advisor information, including their email address, by logging into MyESCC and clicking on Student Planning. Go to Plan and Schedule and click on the Advising tab. You may also call 937-778-7850 to connect via phone call.

CAREER AND JOB SERVICES

Our Career and Job Services advisors are dedicated to helping students and alumni advance their professional development as they make career decisions, develop job search strategies, pursue experiential opportunities and secure employment. Career and Job Services also provides career assessments, career information, resume and cover letter help, job postings and resources, tips for interviewing and more.

Visit <https://www.edisonohio.edu/Career-and-Job-Services/> for more information.

COMPUTERS

If you are working on campus, computers with internet access are available in the internet café. The Library and Tutoring Center have computers and printers available for your use.

TESTING YOUR FAITH ACT

Edison State Community College is committed to providing an environment respectful of students' beliefs. Students are permitted to be absent for up to 3 days each semester based on their faith, religion, or spiritual belief system with no academic penalty. Students must complete the Testing Your Faith Act Accommodations Form, linked here, and provide a copy to their individual faculty within 14 days from the start of the course. The entire policy can be found at this link-

https://www.edisonohio.edu/sites/default/files/2025-05/3358-1-10_testing_your_faith.pdf

STUDENT RESOURCE CENTER AND CHARGER STATION FOOD PANTRIES

Edison State Community College is proud to assist students needing help to obtain basic necessities. The Student Resource Center and Food Pantry is stocked with all kinds of grab-and-go snacks, meal supplies, toiletries, household needs, and community resources.

TECHNICAL SUPPORT SERVICES

For Blackboard Assignment issues, the instructor should be the first point of contact.

For Log-in or other technology issues:

There are several steps you can follow if you have issues logging in to Blackboard or Office.

During business hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts.
- Reach out for help during regular business hours (9-5 Monday-Thursday, 9-4 Friday)
 - email SUPPORT@EDISONOHIO.EDU
 - call 937-778-8600 and ask for IT Help Desk

After hours:

- Password reset: Log onto office.com with your Edison email and follow the “forgot password” prompts
- Call 937-778-7957 and talk to the off-campus Blackboard company to get help

TITLE IX STATEMENT - Anti-Discrimination, Harassment and Bullying

It is the policy of the College to maintain a learning environment free from bullying, discrimination, sexual harassment or sexual violence. Title IX federal law protects students, employees and third parties with a relationship to the college.

All Edison State Community College employees are required to report all knowledge of incidents that violate the Title IX policy to the Title IX Coordinator or Deputy Title IX Coordinator immediately. Student and employee confidential consultation is available.

TUTORING SERVICES

All Edison State students are eligible to receive free tutoring and learning support services through our Tutoring Center. Available services include Edison State tutors, both online and in-person, covering a wide variety of courses including various levels of math and paper reviews, online tutoring through OhioLINK eTutoring, distraction-reduced study rooms, and the use of Tutoring Center resources including subject-specific and general study guides. For more information on tutoring services, visit the Tutoring Center in the Library, or visit our webpage at www.edisonohio.edu/tutoring-center

ADDITIONAL SUPPORT SERVICES

For additional help, please click the ASSIST tab on Blackboard or the Edison State Student Resources folder within your course.