

Syllabus

Fall 2021

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SCAD

The University for Creative Careers®

School of Digital Media, Department of Interactive Dsgn/Game Develop, Savannah

IXDS 710 - Human Experience Prototyping Section: 01 CRN: 13354

SCAD Mission:

SCAD prepares talented students for creative professions through engaged teaching and learning in a positively oriented university environment.

Course Description:

Through research and prototyping, students investigate and connect the complexities of the human experience to narrative structures that elevate interactive design problems. Emphasizing phenomenological theory and the power of creative problem solving, students document their discoveries through storyboards, vision videos, and prototypes. Prerequisite(s): Interactive design and game development major.

Course Goals: The following course goals articulate the general objectives and purpose of this course:

1. Students will gain experience developing video prototypes that visualize design challenges from the human experience.
2. Students will learn to create an interactive system using phenomenology as a theoretical framework.
3. Students will acquire techniques for solving design challenges that impact the human experience.
4. Students will build on tacit knowledge and develop their creativity for prototyping videos.
5. Students will learn how to incorporate storytelling techniques into scenarios.
6. Students will examine how sequential, branching, and narrative storyboards can be used to solve design problems.

Student Learning Outcomes: The following course outcomes indicate competencies and measurable skills that students develop as a result of completing this course:

1. Students will create and present a video prototype that documents the human experience.
2. Students will incorporate phenomenological theory to the creation of an interactive system.
3. Students will propose design solutions that address the human experience.
4. Students will implement tacit knowledge and creativity during the development of video prototypes.
5. Students will create engaging scenarios using effective storytelling techniques.
6. Students will solve problems using sequential, branching, and narrative storyboards.

Schedule of Classes:

Key events including assignments, projects due dates/exam dates:

<p>Pre-quarter assignment</p>	<p>Introduction to the class.</p> <p>Examples of previous quarters.</p> <p>Project 01 Individual Project: Visual Interface. App or Game (Construct) Handout.</p> <p>Project 02 Group Project: User Experience Prototyping. Handout.</p>
<p>Class 1: Mon, September 13, 2021</p>	<p>Introduction to the class.</p> <p>Examples of previous quarters.</p> <p>Project 01 Visual Interface. Handedout.</p> <p>Project 02 User Experience Prototyping. Handedout.</p>
<p>Class 2: Wed, September 15, 2021</p>	<p>We perceive what we expect.</p> <p>Exercise: User Experience Design and Storytelling.</p> <p>You will interview one of your classmates about a specific recent experience with a product or a service, Take notes and ask your interviewee to share with you Facebook photos from that particular experience and then Debrief.</p> <p>Initiation of first project, discussion and brainstorming.</p> <p>Construct Demo 01: Overview and UI</p>
<p>Class 3: Mon, September 20, 2021</p>	<p>Presentation: We Perceive What We Expect.</p> <p>Discussion in class: Readings Blackboard</p> <p>Construct Demo 02: Objects and Events</p>
<p>Class 4: Wed, September 22, 2021</p>	<p>Presentation: We seek and use visual structure.</p> <p>Ideation Workshop, today we will be working with different types of creativity and ideation techniques.</p> <p>Discussion in class: Readings Blackboard</p> <p>Construct Demo 03: Functions</p>
<p>Class 5: Mon, September 27, 2021</p>	<p>Presentation: Our Vision is Optimized to See Structure</p> <p>Lo-Fi: Prototype</p> <p>Discussion in class: Readings Blackboard</p> <p>Lecture: Figma</p>
<p>Class 6: Wed, September 29, 2021</p>	<p>Presentation: Three Levels of Design: Visceral, Behavioral, and Reflective & Reading is Unnatural. Testing</p> <p>Figma: Learnstorming Session Today.</p>

<p>Class 7: Mon, October 04, 2021</p>	<p>Presentation: Our color vision is Limited & Our Peripheral Vision is Poor</p> <p>Figma Teachstorming Session Today</p> <p>Iteration</p> <p>Sequential Storyboard: is a sequence of images, where each image shows a moment of time in our case an interface state in the visual story. Due Today</p>
<p>Class 8: Wed, October 06, 2021</p>	<p>Presentation: Recognition are Easy; Recall is Hard & Learning from Experience and Performing Learned Actions are Easy</p> <p>Initial Concept presentation with scenarios</p> <p>Hi-Fi Prototype</p> <p>Branching Storyboard: is state transition diagram showing decision paths as transitions. Due Today</p>
<p>Class 9: Mon, October 11, 2021</p>	<p>Presentation: Limits on attention shape & thought and action</p> <p>Final critique Project 1</p> <p>Start working on your Narrative Storyboard: a sequence of images to tell a more complete story about people's interaction over time</p>
<p>Class 10: Wed, October 13, 2021</p>	<p>Midterm Quiz</p> <p>Project 01 Due</p> <p>Professor works with each team on Narrative Storyboard, correction and getting ready for shooting</p>
<p>Class 11: Mon, October 18, 2021</p>	<p>Presentation: Patterns for Touchscreens and Interactive Surfaces & Organizing information systems (depth vs. width), understanding screen space</p> <p>Scouting for shooting locations</p>
<p>Class 12: Wed, October 20, 2021</p>	<p>Design Exploration presentation Critique</p> <p>Video Shooting on locations</p>
<p>Class 13: Mon, October 25, 2021</p>	<p>Video Shooting on locations</p>
<p>Class 14: Wed, October 27, 2021</p>	<p>After Effects Learnstorming</p> <p>Survey of prototyping tools</p>
<p>Class 15: Mon, November 01, 2021</p>	<p>Design refinement.</p> <p>After Effects Learnstorming</p> <p>Survey of prototyping tools continues</p>
<p>Class 16: Wed, November 03, 2021</p>	<p>Postproduction in class: Work in teams and with faculty</p>

Class 17: Mon, November 08, 2021	Concept and prototype presentation Critique
Class 18: Wed, November 10, 2021	Postproduction Continues
Class 19: Mon, November 15, 2021	Project 02: User Experience Prototyping Due
Class 20: Wed, November 17, 2021	Final Quiz Final Presentation

Grading Opportunities:

Your overall course grade will be computed according to the following breakdown:

Assignment	Weight
Project 1	30%
Project 02	30%
Midterm Quiz	10%
Final Quiz	10%
Presentation	10%
Participation	10%
Total Weight	100 percent

Grading Standards	Range
Letter grade: A = excellent	90 —100 percent
Letter grade: B = good	80 — 89 percent
Letter grade: C = *	70 — 79 percent
Letter grade: D = *	60 — 69 percent
Letter grade: F = failing	0 — 59 percent

*Refer to the student handbooks and departmental standards for minimal acceptance for passing grade.

Course Information:

Field Trip(s):

GDX - Juan Collado, FX Artist at Epic Games - Friday, October 1 at 2:00 PM (tentative) -- Ruskin Hall 205

GDX - Madeleine Scott-Spencer, Senior Concept Artist at Cinesite - Friday, October 15, at 1:00PM EST
Zoom: Register in advance for this meeting: Link TBD

Alumni Mentor - Christopher Lee, Director of Technology at The Scan Truck - Saturday, November 13 -- Montgomery Hall

Extra Help Session(s):

10/15, 9am, ZOOM MEETING

10/29, 9am, ZOOM MEETING

11/05, 9am, ZOOM MEETING

University-wide extended learning opportunities

Extended learning opportunities are designed to enrich and expand students' course-based learning experiences. Attend at least three (3) of the following 10 university-wide extended learning opportunities (i.e., Guests & Gusto, Bee Well, SCADextra and SCADamp workshops, or SCAD signature events) either on-ground or virtually to further explore your discipline, discover new information, and deepen academic engagement.

SCADextra Workshop: Professor Wan Chiu

"Assembling An Effective Game Development Demo Reel"

Friday, September 17 - 3:00pm

Montgomery Hall room 114

Simulcast Zoom: Register in advance for this meeting: Link TBD

SCADextra Workshop: Professor Christina Tarbell

"Crafting Personas"

Saturday, September 25 - 1:00pm

Zoom: Register in advance for this meeting: Link TBD

SCADextra Workshop: Professor Cyril Guichard

"Trailers for Games and Interactive Products: Overview and Tips"

Friday, October 1 - 3:00pm

Zoom: Register in advance for this meeting: Link TBD

SCAD Animation Fest

September 23 - 25

<https://www.scad.edu/scadfilm/festivals>

SCAD Film Festival

October 23 - 30

<https://filmfest.scad.edu/tickets>

Introduction To Unreal Engine

https://www.kaltura.com/index.php/extwidget/preview/partner_id/1723081/uiconf_id/40550471/entry_id/1_1wipaybg/embed/iframe?

Please refer to the grading opportunities section of this syllabus to see how your participation in the above extended learning opportunities and your completion of related assignments contribute to your overall grade for this course.

Additional extended learning opportunities:**Jonathan Iwata - Powered by Technology**

Head of 3D / VFX at Digital Giant - Founder and President - Maverick Digital

Saturday, October 2nd 2pm EDT

RSVP - <https://forms.gle/SXydniWeovzjVEF47>

Emma Clifton Perry - Compositing at Weta Digital

Compositor Weta Digital - 1st Vice Chair at Visual Effects Society
Thursday, October 7th at 8pm

RSVP - <https://forms.gle/SXydniWeovzjVEF47>

Chee Loong Leong

Manager, Post-Production and Visual Effects G.H.Y Culture and Media - MA VSFx 2010
Thursday, October 28th at 8pm

RSVP - <https://forms.gle/SXydniWeovzjVEF47>

Chris McLaughlin - Virtual Production at Atlanta North Studios

Director of Unreal Engine Virtual Production and 3D Design at Tempus Digital Media Group - BFA ITGM 2015
Saturday, November 6th at 2pm

RSVP - <https://forms.gle/SXydniWeovzjVEF47>

Ryan Duhaime - Alumni Spotlight

CG Supervisor at Digital Domain - BFA VSFx 2007
Thu, Nov 11th at 8pm EDT

RSVP - <https://forms.gle/SXydniWeovzjVEF47>

Other Course Information

All papers should be done according to the MLA style.

I'll be taking attendance within the first 15 minutes of the beginning of the class, anyone coming after that time will immediately receive an absence.

I'll deduct 50% of the value of projects if turned in late.

Course Materials:

Required Text(s):

1) *The UX Sketchbook*, David Meyers - SCAD ExLibris (<https://www.lulu.com/en/us/shop/david-meyers/the-ux-sketchbook-v2-coil-bound/paperback/product-1nzq56q.html>)

2) *The Design of Everyday Things*, Donald Norman, 2002 Basic Books, ISBN 0-465-06710-7.

Recommended Text(s):

About Face. The Essentials of Interaction Design, Alan Cooper, Robert Reimann and David Cronin

Required Material(s):

External Storage Devices or USB Drives. Students are required to back up their presentations and research. No excuses will be accepted for lost work! Notebook & pencil, pen or sketching instrument of choice, Sketchbook. The sketchbook and pencil is for student practice and to aid to your pre-visual designs of your assignments.

University Policies:

Academic Integrity:

Under all circumstances, students are expected to be honest in their dealings with faculty, administrative staff and other students.

In class assignments, students must submit work that fairly and accurately reflects their level of accomplishment. Any work that is not a product of the student's own efforts is considered dishonest. Students must not engage in academic dishonesty; doing so can have serious consequences.

Academic dishonesty includes, but is not limited to, the following:

1. Cheating, which includes, but is not limited to, (a) the giving or receiving of any unauthorized assistance in producing assignments or taking quizzes, tests or examinations; (b) dependence on the aid of sources including technology beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments; (c) the acquisition, without permission, of tests or other academic material belonging to a member of the university faculty or staff; or (d) the use of unauthorized assistance in the preparation of works of art.
2. Plagiarism, which includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. Plagiarism also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.
3. Submission of the same work in two or more classes without prior written approval of the professors of the classes involved.
4. Submission of any work not actually produced by the student submitting the work without full and clear written acknowledgement of the actual author or creator of the work.

Attendance Policy:

Students are expected to actively engage in courses to achieve the required learning outcomes. Absences in excess of 20 percent of the course (e.g., five absences for a 10-week course that meets twice per week) result in the student receiving a failing grade, unless the student withdraws from the course in accordance with the [withdrawal policy](#). Absences due to late registration are included in the overall absences permitted for the course.

For on-ground courses, students are expected to attend and participate in all scheduled class periods. Tardiness, early departure, or other time away from class in excess of 15 minutes per class session is considered an absence for that class session.

Students enrolled in eLearning courses are required to check the online course site regularly and academically engage in the daily work of the course. At minimum, students should log in to the course and participate in academically related activities on two separate days per unit/week.

For students enrolled in real-time virtual courses (i.e., SCADnow), active participation in live lectures is the most beneficial form of academic engagement and the best way to demonstrate attendance. If students are unable to attend live lectures due to time zone or other individual challenges, they should demonstrate academic engagement and attendance by logging in to the course and participating in academically related activities on at least two separate days per unit/week.

SCAD faculty monitor and measure attendance for eLearning and SCADnow by documenting each student's weekly academic engagement. Academic engagement is defined as participating in live lectures, demos, or critiques; posting to discussion forums or blogs; submitting assignments; completing quizzes or examinations; attending extra help sessions, office hours, or midterm conferences; and/or corresponding with professors regarding course content via phone, email, text, etc.

Personal Conduct Policy:

Students' appearance and conduct should be appropriate and contribute to the academic and professional atmosphere of SCAD. Any student whose conduct is detrimental to the academic environment or to the well-being of other students, faculty, staff members, or university facilities will be subject to disciplinary action, up to and including expulsion from the university.

Enrollment policies:

Students are responsible for assuring proper enrollment. See [scad.edu](#) for information on add/drop, withdrawals, incompletes, and academic standing.

Midterm Conference(s):

Each student enrolled in the course will have a midterm conference scheduled outside of class time with the professor. Students are expected to keep this appointment.

Academic Support and Tutoring:

Academic support for students at all SCAD locations can be found in MySCAD, under the Student Workspace tab, Department Directory, Academic Resources.

Course Evaluations:

Course evaluations offer students a dedicated opportunity to provide constructive feedback on each of their courses. Student feedback gathered through course evaluations is essential to continuously improving the SCAD academic experience. Evaluations are available to students each quarter during Weeks 8, 9, and 10 through MySCAD. For additional information, contact evaluations@scad.edu.

Student Surveys:

SCAD strongly encourages students to provide feedback on their university experience through institutional surveys. The SCAD Student Survey and the Ruffalo Noel Levitz Student Satisfaction Inventory are administered to students across locations each spring. The National Survey of Student Engagement is administered biennially in winter. Following survey administration, SCAD's institutional effectiveness department analyzes and reports results to various SCAD departments to inform data-driven enhancements. For additional information, contact surveys@scad.edu.

