

**HTI 346 Color Intensive  
Spring 2018 Syllabus**

**Class Time:** Tuesdays and Thursdays 12:30-1:45 p.m.

**Class Location:** A224 Science

**Professor:** Katie Stern, MFA (call me Katie or Professor Stern) **Office Phone:** (715) 346-4145  
**Office Hours:** Mon. & Wed. 11:00 a.m. – 1:00 p.m. **Office Location:** B239 Science Bldg.  
Tuesdays 10:00-11:00 a.m. **Email:** [kstern@uwsp.edu](mailto:kstern@uwsp.edu)  
Thursdays 10:00-11:00 a.m.

**Course Description**

The User Experience (UX) product life cycle is the industry-standard process for designing and developing new products that interact with humans; including software, computers, mobile devices, medical and industrial devices, and robotics. Even food and clothing interact with people, so this course is not directed toward technology alone. Within this life cycle, multidisciplinary teams work together to define the parameters of each project. The visual aspect of a UX project includes a rarely-taught but very important subject: color.

This course:

- Includes a broad exploration of the science of color, historical sources of color information, and human responses to colors
- Explores ways that manufacturers, designers, and advertisers use color to evoke a specific end user response
- Acquaints you with cultural aspects of color and the impact color choices can have on user experiences
- Introduces you to scientific methods of studying human responses to visual stimuli
- Gives you experience in planning and carrying out an online research project and reporting on the results

While much of the course material is lecture/reading-based, you will be applying your knowledge about user-centered color in a variety of projects. You will also use and expand your knowledge of Photoshop, Illustrator, and After Effects by completing projects that go beyond the skills learned in HTI (WDMD) 200, Introduction to Computer Graphics.

**Note about Experiential Learning Activity (ELA) Opportunities**

This course *does not in itself* satisfy the ELA requirement for graduation. However, you will be learning skills that lend themselves to creating online video demonstrations for introductory Math, Chemistry, and Physics classes.

In one early project, you will be using After Effects to create an infographic video for the Math Department. When that project has been completed, you will have the knowledge to work directly with a professor in the Math, Chemistry, or Physics department to create another infographic video as an ELA project *outside of class time*. **This ELA project is completely voluntary and has no impact whatsoever on your grade in this HTI 346 class.** However, I will give you guidance and assistance whenever you request it as you work on the project.

If you decide to complete your ELA graduation requirement by creating another infographic video, you will need to fill out the ELA paperwork and get my signature before you begin the project. You can find the ELA information booklet on a link in the Content section of D2L. The ELA project must be completed by the end of the final exam period for this class.

**CNMT Department Program Competencies**

Faculty members at UW-Stevens Point have developed a set of CNMT Department-wide program competencies that define the educational goals of any major within the CNMT Department. The faculty members teaching courses in the HTI major went further and defined the educational goals of graduates from the HTI Major. No single HTI course can cover all the HTI Major competencies, but together the required and elective courses within the major meet all the competencies.

### **HTI Major Competencies:**

Computing and New Media Technologies faculty members at UW-Stevens Point have developed a set of program competencies that define the educational goals of the CNMT Department and the HTI Major itself. No single HTI course can cover all the HTI Major competencies, but the combined courses within the major meet all these goals. This course is designed to help you meet the following HTI Major competencies:

1. **Technical Knowledge & Skills:** Achieve an industry-standard entry level of competence in tools and techniques used in human-technology interaction (aligns with Enduring Understandings #1-5 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 Enduring Understandings #1 and 5 below)
3. **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 Enduring Understandings #1, 3, and 4 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 Enduring Understandings #1, 2, 3, and 4 below)
5. **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 in both distance and face-to-face environments (aligns with Enduring Understandings #1 and 2 below)

**Enduring Understanding 1:** The field of human-technology interaction requires a broad exploration of the science of color, historical sources of color information, and human responses to colors

#### **Learning Outcomes for EU1:**

- Students will pass the CITL Institutional Research Board (IRB) Guideline requirements for the UW-Stevens Point campus before conducting research during the semester.
- Students will become familiar with the requirements for conducting human research through the UW-Stevens Point campus.
- Students will develop a research project involving the use of color on a prototype

**Enduring Understanding 2:** Explores ways that manufacturers, designers, and advertisers use color to evoke a specific end user response

#### **Learning Outcomes for EU 2:**

- Students will become familiar with industry standards regarding the manufacturing of colored good and the testing conducted on those goods.
- Students will demonstrate an awareness of food colorants and FDA standards for those colorants
- Students will become acquainted with the cosmetics industry and how color is created, maintained, and advertised to the public
- Students will visually read the visual hierarchy of text and other content on websites, comparing the colors with that visual hierarchy.

**Enduring Understanding 3:** Careful and purposeful visualization of ideas and information work together with text to help people more thoroughly grasp a concept. Both grayscale and color will be used depending on the specific project needs.

#### **Learning Outcomes for EU 3:**

- Students will create motion graphics for a variety of STEM field needs.

- Students will develop preparatory mood boards, animatics, and motion graphics with the purposeful use of color.
- Students will listen to client needs/desires for projects and translate them into visual outcomes.

**Enduring Understanding 4:** Human research takes many forms and can be conducted both in person and online.

**Learning Outcomes for EU 4:**

- Students will become familiar with several styles of human research, including (but not restricted to) face-to-face observation and online surveys
- There are pros and cons to every form of human research. Students will demonstrate a basic understanding of the pros and cons of each of the research methods used during the semester.

**Enduring Understanding 5:** Color evokes emotional responses and imparts a mood to anything visual. The specific emotional responses are influenced by culture and memory.

**Learning Outcomes for EU 5:**

- Students will become familiar with historical aspects of many colors, including their inception and manufacturing process, their impact to the societies into which they were brought, and how the information found on the internet about specific hues have been propagated over time.
- Students will identify the cultural associations of various colors and the deepest possible roots of those associations.
- Students will become acquainted with research methods that uncover the physiological and emotional responses people have to various colors

**TAKE NOTE: You MUST pass the CITI Certification by 8:00 a.m. Tuesday, February 6<sup>th</sup> to remain in the class. Students who have not passed this certification by that date will be dropped from the class.**

**CITI Certification** – all individuals conducting human subject research projects reviewed by the UWSP IRB boards—including faculty, staff, students, affiliated personnel – will be required to successfully complete CITI’s HSR Basic Course or show evidence of having done so elsewhere within the last 3 years. Information on the CITI program can be found at <https://www.citiprogram.org/index.cfm?pageID=1> . Please refer to the instructions in the Content section of D2L to learn how to satisfy this requirement.

For faculty, staff, and students who will be engaging in research that is **Social-Behavioral-Educational (SBE)** in nature, a total of 10 out of the possible 15 modules are now mandatory and the associated quizzes must be completed with a minimum score of 80%. A total of 2 supplemental modules (twirl down the + button for each module and read the Recommended Use) must be selected and completed, and the associated quizzes must be completed with a minimum score of 80%. One of these supplemental modules must be the Internet-Based Research model. The second supplemental module may be one of your choice from either the Course Content category or the Additional Modules of Interest category.

**Camera Requirements:**

- Students will be required to use a digital camera with video capabilities, or a video camera capable of taking still images, during the semester. A cell phone will do.
- The UWSP Help Desk in the basement of the LRC has cameras that can be checked out for 48 hours. Ask for cameras owned by the CNMT Department.

**Online and Listening Device Requirements:**

- You will be assigned videos and other tutorials to be completed online. Bring a listening device capable of being plugged into a USB port to every class.
- You may be required to take part in asynchronous online chats and discussions, and live online conferences during the semester. You will receive instruction in each of these activities.

### Grading Policy:

Assignments will be graded according to the following criteria:

- **TIMELINESS.** This class is built around the concept that collaborating on projects and assignments is critical to the understanding of the User Experience project life cycle. Assignments must be available to be shared during class times. **Assignments handed in any time later than the *beginning* of the class period it is due will result in a loss of 10% of the available points. Assignments handed in more than five weekdays late will not be graded.**
- **IRB Training.** Students must pass the IRB training during the first full week of class. Students who have not completed this activity by 8:00 a.m. on Tuesday, February 6<sup>th</sup> will not be allowed to continue in the class.
- **Professional Conduct.** Active, POSITIVE participation in discussions regarding student or client work. Harsh, negative comments about student work, clients/staff, or interviewees stated in or outside of class, written or verbal, online or offline, will not be tolerated, can result in a reduction of one full grade for your final semester grade, and may be reported to the Dean of Students for disciplinary action.
- **Confidentiality.** This semester you will be working with students, faculty, staff, and online study participants. It is imperative that you keep all correspondence within the confines of this class. There can be no discussion of the projects, interviews, or observation results outside of the class. Discussing the results of class activities outside the specified confines of this class can result in a grade of F for the semester, and/or additional disciplinary action by the UWSP Administration.
- Projects involving interviewing and observations will be assessed for depth of detail and analysis. **You will find that taking careful notes and other documentation rewards you with higher grades for projects that involve interviews and observations.** Assessment of interviews will also include evaluations of questions asked and follow-up information requested. Producing superficial, obvious observations will not be as highly rewarded.

### Attendance

Because we meet only twice per week, attendance is very important. In the past, students who have skipped classes do not earn high (or even passing) grades because they aren't familiar with the standards and expectations of the professor. **Be sure to keep up with assignment due dates.**

### Grading

Projects will be graded according to the criteria set for each project. A grade criteria sheet will be made available to students soon after each project is announced. If you don't hand in a project within the required period of time, you will receive a 20% drop in score for every weekday the project is late. **Note that a grade of zero will severely affect your grade average!** Projects handed in more than five weekdays late will not be graded.

D2L quizzes will cover required readings and are open-book. Rather than having a single textbook, you will be assigned online readings and research papers to broaden your appreciation of color. In addition to the D2L quizzes, the projects and homework you complete will be assessed for your application of knowledge from the readings.

The grading rubric for the course is as follows:

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

### **Final Exam**

The final exam for this course is 10:15 a.m.-12:15 p.m. Wednesday, May 16<sup>th</sup> in A224 Science Building. All projects must be completed by the end of the final exam period.

### **Student Academic Standards and Disciplinary Procedures**

UWSP has specific guidelines regarding student rights and responsibilities in class and on campus explained at <https://www.uwsp.edu/dos/Pages/Academic-Concerns%20for%20Students.aspx>

Student academic standards and disciplinary procedures are explained at <https://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx> and <https://www.uwsp.edu/dos/Documents/AcademicIntegrityBrochure.pdf>

### **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>
- See UW-Stevens Point Emergency Management Plan at [www.uwsp.edu/rmgt](http://www.uwsp.edu/rmgt) for details on all emergency response at UW-Stevens Point.

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### **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](mailto: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>

