WEB 213 Web User Experience II
Effective Term: Spring/Summer 2017

Course Cover

Division: Business and Computer Technologies
Department: Digital Media Arts
Discipline: Web Design and Development
Course Number: 213
Org Number: 14500
Full Course Title: Web User Experience II
Transcript Title: Web User Experience II
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: Course Change
Change Information:
    Consultation with all departments affected by this course is required.
    Outcomes/Assessment
    Objectives/Evaluation
Rationale: Outcomes are being adjusted based on assessment data.
Proposed Start Semester: Spring/Summer 2017
Course Description: In this course, students will gain experience with methods for evaluating and improving Web site usability and accessibility. Students will use assistive technology to better understand how users with disabilities experience Web sites. Students will also explore the usability and accessibility of everyday devices. This course contains material previously taught in INP 203.

Course Credit Hours

Variable hours: No
Credits: 4
Lecture Hours: Instructor: 60 **Student:** 60
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 60 Student: 60

Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

Prerequisite
WEB 113 minimum grade "C"

General Education
General Education Area 7 - Computer and Information Literacy
Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit

Assoc in Science - Comp Lit

Request Course Transfer
Proposed For:

Student Learning Outcomes

1. Plan and conduct user testing to determine accessibility, performance and functionality in industry standard deliverables.
   Assessment 1
   Assessment Tool: Deliverables (reports)
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: A minimum of 80% of students must score an average of 3 or more (out of 5) on the deliverable rubric.
   Who will score and analyze the data: WEB full-time faculty will score and analyze the data.

2. Perform task analysis for a transactional website, reconstructing the tasks and storyboarding the revised process.
   Assessment 1
   Assessment Tool: Deliverables (reports)
   Assessment Date: Fall 2019
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Departmentally-developed rubric
   Standard of success to be used for this assessment: A minimum of 80% of students must score an average of 3 or more (out of 5) on the deliverable rubric.
   Who will score and analyze the data: WEB full-time faculty will score and analyze the data.

3. Develop a website style guide, addressing a comprehensive set of interface design, content design, and interaction design guidelines.
   Assessment 1

Assessment Tool: Deliverable (style guide)

Assessment Date: Fall 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: A minimum of 80% of students must score an average of 3 or more (out of 5) on the deliverable rubric.

Who will score and analyze the data: WEB full-time faculty will score and analyze the data.

Course Objectives

1. Design and conduct a usability test.
2. Write a report of the usability test findings, with prioritized recommendations that address the problems identified.
3. Incorporate wireframes and revised site architectures with the usability test findings, as appropriate.
4. Evaluate a website using a set of user experience heuristics (guidelines).
5. Write a report of the heuristic review findings, with prioritized recommendations that address the problems identified.
6. Incorporate wireframes and revised site architectures with the heuristic review findings, as appropriate.
7. Deconstruct website tasks into component pieces.
8. Redesign the website task flows, reflecting the new flows using outlines/diagrams as well as in wireframes.
9. Create a website style guide, with rules created to address specific issues found during website analysis. Rules will consider interface design, content design, and interaction design.
10. Evaluate a website using accessibility heuristics (guidelines) as well as adaptive technology (e.g., screen readers).
11. Write a report of the accessibility heuristic review findings, with prioritized recommendations that address the problems identified.
12. Incorporate wireframes and revised site architectures with the accessibility heuristic review findings, as appropriate.

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Reviewer	Action	Date
Faculty Preparer:		
Jason Withrow	*Faculty Preparer*	*Oct 14, 2016*
Department Chair/Area Director:		
Jason Withrow	*Recommend Approval*	*Oct 14, 2016*
Dean:		
Kimberly Hurns	*Recommend Approval*	*Oct 23, 2016*
Curriculum Committee Chair:		
David Wooten	*Recommend Approval*	*Nov 14, 2016*
Assessment Committee Chair:		
Michelle Garey	*Recommend Approval*	*Nov 22, 2016*
Vice President for Instruction:		
Bill Abernethy	*Approve*	*Dec 05, 2016*