

Study guide

Online Presence

<i>Code</i>	UXD-OP Online Presence (content)	ITD-UXD-PC Online Presence HTML/CSS (HTML/CSS)
<i>Number of credits</i>	3 ECs	1 EC
<i>Semester</i>	1.2	
<i>Academic year</i>	2019-2020	



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USER EXPERIENCE

Faculty of IT & Design

! IMPORTANT !

For this course (ITD-UXD-OP) you'll design your own portfolio website.

In your schedule you'll see **OP seminars**,
in these lessons the focus is on the **content part** of your **portfolio website**.

In this course you'll be assessed on the content part of your portfolio website (3ECs).

A part of the Programming Class (ITD-UXD-PC) is Online Presence HTML-CSS.

In your schedule you'll see the **PC HTML/CSS seminars**,
in these lessons the focus is on the **HTML/CSS part** of your **portfolio website**.

In this course you'll be assessed on the HTML/CSS part of the portfolio website (1 EC).

! IMPORTANT !

1 Course description

1.1 Subject matter

In this course you will work on your online presence as a future design professional in order to obtain an internship or a design job during or after this study.

During this course you will be stimulated to have a curious, creative, experimental and playful attitude, and learn what you can gain if you engage others in or with your projects. We also want students to reflect in-depth and take a responsible stance towards their work as a designer.

1.2 Completing the course

To successfully complete this course, you will make a portfolio website. To complete this portfolio website, successful active participation in the course is required. For more information on the portfolio website, see paragraph 2.2.

1.3 Learning objectives

After successfully completing this course you will be able to:

1. do research upon yourself
2. share personal content that contributes to your online presence
3. present yourself as a UX professional
4. present your (school)work as a showcase
5. show creativity in message and concept of the portfolio website
6. improve your own work by using feedback from peer students
7. give feedback to peer students

The learning objectives are derived from the competences (see appendix).

Learning objective 1 is derived from level 1 of competence 'Research'. Learning objectives 2, 3 and 4 are derived from the level 1 of the competence 'Visualize & prototype'. Learning objective 5 is derived from the level 1 of the competences 'Interpret&Define' and 'Create concepts'. Learning objectives 6 and 7 are derived from the level 1 of the competences 'Reflect' and 'Collaborate and Inspire'.

1.4 Related courses

This course relates to the courses:

- Study & Career
- Programming

2 Examination

2.1 Overview

The schedule below presents an overview of this course's examination. For more information, see paragraph 2.2.

Examination	Osiris Code	Weight	Requirement	Grade
Content part of portfolio website	ITD-UXD-OP	100 %	Portfolio website has to meet the criteria (see 2.2). Feedback assignments (week 17) are conditional for getting a grade.	0 - 10

Important! Your portfolio website is also graded within the course UXD-PC.

Examination	Osiris Code	Weight	Requirement	Grade
HTML/CSS part of the portfolio website	ITD-UXD-PC	100 %		0 - 10

2.2 Assignment: online portfolio

Portfolio

For this course, you will present yourself with an online portfolio. During class and self-study hours you will work on this assignment (total duration of 112 hours).

In total, we expect you to spend 112 hours on this course. With 4 classes (total duration of 5 hours), 1 OP workshop (total duration of 3 hours) and a fulltime week (total duration of 32 hours) this leaves around 71 hours of self-study in which we expect you to make the assignments.

The feedback assignments (week 17) are conditional for getting a final grade (the conditional assignments are not assessed by quality, but will only be checked on presence). If the conditional assignments are not present, you will not get a final grade for this course (your 'grade' will be 'NVD').

The assessment form that will be used can be found on Blackboard. This document contains all grading criteria (linked to the learning objectives).

Criteria

The content of portfolio website have to meet the following criteria:

- The student has done research upon himself
- The student shares personal content that contributes to his online presence
- The student presents himself as a UX professional
- The student presents (school)work as a showcase
- The student shows creativity in message and concept of the portfolio website

2.3 Resits

The resits are scheduled for week 2.4. Details will be communicated on Blackboard in due time.

3 Organisation

3.1 Teaching method

What you can expect from us

The course consists of a kick-off, a series of seminars, a workshop and a fulltime week. In each seminar we give feedback and provide you with background information on the subject. In the workshop we facilitate practical exercises.

What will be expected of you

As in all courses we expect active participation. It is necessary that you bring the required materials to class.

Deadlines are set to make the lessons worthwhile and to help you along to meet the final deadline of handing in the portfolio. It is your own responsibility to meet these deadlines.

3.2 Dates & Deadlines

Week	UXD-OP Online presence Classes & Activities	UXD-OP Online presence Assignments	UXD-PC Classes & Activities
1.11	Kick-off <i>How do I look online?</i>		
1.12	OP seminar <i>How do I find a job?</i>	Before class: <ul style="list-style-type: none">• Bring 10 vacancies• Bring your resume• Make a poster about yourself (check the slides on BB of the kick-off for further details)	
			HTML/CSS seminar
1.13	OP seminar <i>How do I create online content?</i>	Before class: <ul style="list-style-type: none">• Bring a selection of schoolwork (check the slides on BB of the kick-off for further details)	
1.14	OP seminar <i>How do I present myself online?</i>	Before class: <ul style="list-style-type: none">• Text about yourself• Presentation of two projects	

		(check the slides on BB of the kick-off for further details)	
			HTML/CSS seminar
1.15	No class	Continue working on assignments	
1.16	OP workshop		
			HTML/CSS seminar
1.17	No class	Continue working on assignments	
1.17	Deadline: Monday	Feedback assignments	
1.18	No class	Continue working on assignments	
1.19	Fulltime week		
1.19	Deadline: Friday	Portfolio website	
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2.4	Resit	Resits: Week 2.4	

4 Resources

4.1 Study Materials

Required

Bring your laptop and paper and pencils/sharpeners to every class.

Suggested sources

No required books. Slides and required literature will be made available on Blackboard.

4.2 Contact & Questions

ITD - UXD - OP lecturers: These lecturers take care of the OP kick-off/seminars/workshops and will grade the content part of your portfolio website.		
Assmae El Coudi El Amrani	a.elcoudielamrani@hhs.nl	
Kristel Kerstens	k.kerstens@hhs.nl	Monday and Wednesday
Jannie Oosting	j.b.oosting@hhs.nl	

ITD - UXD – PC lecturers: These lecturers take care of the HTML/CSS seminars and will grade the content part of your portfolio website.		
Chris Heydra	c.g.heydra@hhs.nl	
Alex Roidl	a.j.roidl@hhs.nl	
Leon Schröder	l.c.schroder@hhs.nl	

Please don't hesitate to get in touch if you have any questions or feedback!

Appendix 1 Competencies

In this module, (aspects of) the competencies below will be developed and assessed.

Research Conduct research within a UX design process, to explore user needs, business requirements, context of use and technological opportunities.	
X	Level 1 To apply a variety of research methods throughout the design process in order to understand user behaviours, experiences, needs and motivations to empathize with the potential user group. Conduct research to evaluate prototypes with stakeholders to improve a design.
	Level 2 To apply a variety of research methods throughout the design process in a societal and technological context. Formulate research questions and compose a fitting research set-up given a certain research aim.
	Level 3 Level 3 equals level 2 with the added complexity of a more independent attitude towards the execution of an assignment in a significant more complex context and work environment.
Interpret and Define Make sense of findings and ideas. Gain insights and use knowledge to understand the user and how to fulfil his needs taking into account the concerns of the client. Create a frame and formulate a vision, guiding principle or challenge.	
X	Level 1 Formulate requirements and challenges based on insights from research and the exploration of ideas.
	Level 2 Frame the problem and craft a meaningful and inspiring vision.
	Level 3 Level 3 equals level 2 with the added complexity of a more independent attitude towards the execution of an assignment in a significant more complex context and work environment.
Create Concepts Create UX concepts that have meaning and value for user, client and society. Utilize (user centered) design methods and creativity to come up with a wide range of rich ideas.	
X	Level 1 Create multiple UX concepts that will fulfil user needs and meets business requirements. Utilize creative and imaginative power. Get a sense of what is needed.
	Level 2 Create value for user, client and society and produce innovative UX concepts in a complex context of business, society and technology.
	Level 3 Level 3 equals level 2 with the added complexity of a more independent attitude towards the execution of an assignment in a significant more complex context and work environment.
Visualize and Prototype Generate visualizations and artefacts that a user can interact with to test a design, generate ideas and communicate a design. Make and communicate prototypes to gain insights into user interactions and experiences and the way needs are fulfilled.	
X	Level 1 Use visual design techniques to create user interfaces that are based on a well thought out interaction design. Use basic logic programming skills and programming structures to create interactive prototypes. Choose appropriate techniques to create paper prototypes and other forms of non-interactive prototypes.
	Level 2 Experiment and tinker with prototypes. Explore technical possibilities that facilitate potential user experiences. Combine digital and physical techniques to explore multi modal interfaces. Use in depth interaction design methods to design for a complex context. In collaboration with experts implement a design within technical constraints/requirements and organizational structure of a specific context.
	Level 3 Level 3 equals level 2 with the added complexity of a more independent attitude towards the execution of an assignment in a significant more complex context and work environment.
Reflect Reflect on one's work and attitude and account for the ethical cultural and societal implications of one's work.	
X	Level 1 Give and receive design critique to improve one's design. Understand how technology can embody ethical values, and how design has the power to affect the nature of these ethical values.
	Level 2 Discover ethical values relevant to a project, and translate these into specific design features. Reflect and speculate on technological developments' potential harms, benefits and ethical implications through design. Understand one's societal responsibilities as a designer.
	Level 3 Level 3 equals level 2 with the added complexity of a more independent attitude towards the execution of an assignment in a significant more complex context and work environment.
Collaborate and Inspire Find one's way in (international) organizations, networks and communities. Work together with people in an international setting and get them involved in ideas. Get a sense of your role in a design team or project.	
X	Level 1 Plan individual work within a project, communicate effectively and convincing and showcase work and ideas in an intercultural learning community.
	Level 2 Work and plan within a network. Inspire an organization to design for user experience and implement a concept within the business culture.
	Level 3 Level 3 equals level 2 with the added complexity of a more independent attitude towards the execution of an assignment in a significant more complex context and work environment.