Start Here!

Welcome! This is where our journey of International User Experience and Communication starts.

Think of Week 0 as pre-course things you need to know for participating in the course. There is useful information here, both about how to navigate the Canvas site, but also about the structure of the course.

This class is conducted in person every Tuesday from 6pm to 9:50 pm in Bagley Hall 108. Students are expected to come to class to fully benefit from course activities and meet the course's learning objectives. Students should hence only register for this class if they are able to attend in person. When absent, it is the responsibility of the student to inform the instructor in advance (or as close to the class period as possible in the case of an unexpected absence), and to request appropriate make-up work as per policies established in the syllabus. What make-up work is possible, or how assignments or course grading might be modified to accommodate missed work, is the prerogative of the instructor. For chronic absences, the instructor may negotiate an incomplete grade after the 8th week, or recommend the student contact their academic adviser to consider a hardship withdrawal (known as a Registrar Drop).

Course Overview

This course covers the theory and practice of creating user interfaces for international audiences. We will discuss the concept of culture and cultural models, and how those influence design decisions and the design process. We will also learn what role ethnography plays in researching the needs and preferences of international users. In addition, we will take a deeper look at language and what function it plays in communication. As part of our investigation of language we will cover the concepts of translation and localization, and how localization is used to achieve market relevance. Finally, we will look in detail at the business of globalization and what role international policies and geopolitics play in deciding what markets to enter into and with what type of language offering.

Course Objectives

Upon completion of this course, you will

- Have foundational knowledge of culture research & cultural models
- Be aware of the role that history, tradition, and language play in the context of intercultural communication
- Have been exposed to applications to the above on a variety of case studies
- Be able to discuss and analyze the impact of culture on a given user scenario, as well as suggest solutions to address cultural conflicts in process planning, design, and communication

Expectations

What you can expect from your instructor...

Best Contact - noskem@uw.edu

If you need to get in touch with me, email is the best way to do that. My goal is to respond to your inquiries within 24 hours on weekdays, and within 48 hours on weekends.

Office Hours - by request

I highly encourage you to ask questions in the Discussion Forum, as others in the class may have the same question, and everyone can benefit when the answer is given.

TA Contact- carla23@uw.edu

What you should expect from yourself...

Be an engaged participant.

- Eliminate distractions.
- Set aside some of your "good" hours to work on the course materials.
- Look for opportunities to apply the concepts in your group project teams.

- Adhere to the UW academic integrity code.

Time Commitment

Instruction starts March 28 and ends May 30, 2023.

Readings

Required Textbooks

- Quesenberry, Whitney and Daniel Szuc 2012 *Global UX: Design and Research in a Connected World.* Waltham, MA: Morgan Kaufmann. Accessible online at UW Libraries here: https://orbiscascade-washington.primo.exlibrisgroup.com/permalink/f/kjtuig/CP71290664510001451
- Links to an external site.

Recommended Articles/Reading

A few recommended articles will be made available to students online.

Course Assignments

- Assignments provide you with the opportunity to apply the skills and knowledge gained through the Learning Resources.
- See the course calendar or assignment section for descriptions of the assignments.
- Where appropriate, use references to support your positions.
- The following assignments will contribute to your course grade:
    - 8 philosopher's journals (40%)
    - Declaring a final paper topic (5%)

- Final paper (25%)
- Final project (30%)

Grades and Grading

There is no "curve"; you are not competing against your fellow students for grades. To the contrary, I encourage you to work with other students and offer them constructive feedback on the discussion posts, for instance, and to challenge them to extend their thinking in interesting directions. Final grades will be assigned as follows:

Letter Grade	Number	Points
A	4	99
A	3.9	97
A-	3.8	95
A-	3.7	93
A-	3.6	91
A-	3.5	89
B+	3.4	87
B+	3.3	85
B+	3.2	83
B	3.1	81

B	3	79
B	2.9	77
B-	2.8	75
B-	2.7	73
B-	2.6	71
B-	2.5	70

Attendance and Participation

Because *International User Experience and Communication* is a discussion-based course and many of the ideas will be introduced and explored in class, attendance is required. There is no penalty for one unexcused absence, but each unexcused absence thereafter will lower your course grade by 2% points.

Configuring Canvas

First thing you should do is complete your profile. That is where you can add an email address to forward alerts to.

Follow these steps:

1. Find your Account
   Locate the purple bar on the left edge of the Canvas window. The first icon below the UW Canvas logo is your Account.
2. Open Settings
   Choose Settings from the Account window that opens when you click on Account.

3. Add your email

   Locate the "Ways to Contact" section on the right side of the window. Press the + Email Address to provide an email. While your here, feel free to make sure your name displays as you wish, and add a picture or avatar if you feel so inclined.

4. Open Notifications

   Return to the Account menu and open Notifications. Review the list of Course Activities for which you can receive notifications.

5. Activate Announcement Notification

   Within the Course Activities list, find the Announcement row. Under the Email column click the Notification icon and change the notification frequency as desired.

You may also wish to be notified:

- when a Conversation Message (internal Canvas email) is sent to you
- about upcoming Due Dates
- when a new Discussion opens in the course.

UW Resources & Policies

UW Library Services

As a UW student, you have access to a wealth of resources compiled to provide fast, easy access to information that supports your learning experience. Organized by subjects, UW Library Services links you to sites with help for writing and research, study skills, language learning, and library reference materials.
https://www.lib.washington.edu/

Links to an external site.

Access and Accommodations

Your experience in this class is important to us, and it is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law. The Disability Services Office (DSO) provides accommodation, referral information, and assistance for professional and continuing education students with a documented physical, mental, or sensory disability.

If you have already established accommodations with DSO, please communicate your approved accommodations to your instructor at your earliest convenience so we can discuss your needs in this course. If you have not yet established services through DSO, but have a temporary or permanent disability that requires accommodations (this can include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DSO at 206-543-6450 or dso@uw.edu or via their Contacts page.

Mental Health Resources

Any member of the UW community can call SafeCampus anytime to anonymously discuss safety and well-being concerns for yourself or others. Caring, trained professionals will talk you through options and connect you with additional resources if you want them. Available 24/7 by phone at 206-685-7233, or M-F, 8am-5pm at safecampus@uw.edu.

Crisis Connections provides immediate help to individuals, families, and friends of people in emotional crisis, dealing with addiction, or struggling to meet basic needs. Anyone in Washington State can receive support and resource referrals 24/7 through their crisis line at 866-4CRISIS (866-427-4747 or TTY 206-461-3219).

Student Conduct Code

The University of Washington's Student Conduct Code

Links to an external site.

 applies to all students. Students are expected to maintain the highest standards of academic responsibility

Links to an external site.

. Plagiarism and other kinds of academic misconduct are considered serious offenses at the UW. Plagiarism is using someone else's words or ideas without proper citation. It can range from failure to credit a single sentence or paragraph to passing off an entire article, speech or another student's paper as one's own.

Religious Accommodation

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW's policy, including more information about how to request an

accommodation, is available at [Religious Accommodations Policy (https://registrar.washington.edu/staffandfaculty/religious-accommodations-policy/)](https://registrar.washington.edu/staffandfaculty/religious-accommodations-policy/)

[Links to an external site.](#)

. Accommodations must be requested within the first two weeks of this course using the [Religious Accommodations Request form (https://registrar.washington.edu/students/religious-accommodations-request/)](https://registrar.washington.edu/students/religious-accommodations-request/)

[Links to an external site.](#)

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