Harvard University Division of Continuing Education

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COURSE DESCRIPTION

This is a practical design course on perspectives, tools, and methods for going from an idea for a product or service powered by a mobile and/or web application to an interactive design prototype ready for handoff to a development team. We begin with creating detailed personas and stories that capture why and for whom the product or service is developed. We then translate those personas and stories into storyboards that illustrate the application's experiential flow in real-world contexts in terms of concrete visual and interaction design elements. We develop a component-based design system for creating interactive prototypes with live data. Our focus is on designing novel user experiences and leveraging third-party user interface kits to give our prototypes a professional look and feel. We create prototypes with a visual design tool that also allows creating and enhancing components with code for imagining and realizing even richer interactions and experience flows. Technologies used in this course include Gatsby, Adobe XD, Framer X, React, Github, Visual Studio Code, and Netlify.

Prerequisites: None.

COURSE STRUCTURE

The course is organized as three intertwined threads of activities: Deconstruction (participants will develop a critical review of one or more of their favorite apps and services with an eye towards identifying notable strong design elements as well as specific areas of improvement); Construction (participants will develop proposals, specifications, designs, and prototypes for their own apps and services), and Critique (participants are expected to offer critical feedback to their peers and to take part actively in class discussions). All deliverables for the course are along one of these three dimensions. The details of expected synchronous and asynchronous course participation — including submitting, presenting, and reviewing submitted writings, designs, and prototypes — will be presented in the first class session.

COURSE EVALUATION

Your performance in the course will be assessed based on your: (1) **PARTICIPATION** in the weekly online web conference sessions; (2) write-ups and presentations of **DECONSTRUCTION** projects (critical review and proposals for enhancement of existing apps and services); (3) write-ups and presentations of your **CONSTRUCTION** projects (developing original personas, storyboards, designs, and prototypes); (4) **CRITICAL FEEDBACK** on projects by your peers. All parts will be weighed equally.

COURSE SCHEDULE

Required weekly **online (live) web conference** will be held on **Thursdays, 8:10-10:10 pm EST**. Additional sessions will be scheduled as needed to help participants make progress on their individual and/or group projects.

SEP	05	**STORYTELLING**	**WELCOME**	The story of this course
SEP	12	**STORYTELLING**		Products We Love
SEP	19	**STORYTELLING**		Products We Want
SEP	26	**STORYTELLING**	**CRITIQUE**	Re/Design Proposals Due: First Milestone
OCT	03	**DE/CONSTRUCT**		Prototyping User Experience Flow
OCT	10	**DE/CONSTRUCT**		Animations and Emotional Response
OCT	17	**DE/CONSTRUCT**		Working with Your Own and Third Party Data
OCT	24	**DE/CONSTRUCT**	**CRITIQUE**	Re/Design Proposals Due: Second Milestone
OCT	31	**DESIGN PATTERNS**		Designing (with) Reusable Components
NOV	07	**DESIGN PATTERNS**		Enhancing Components / Prototypes with Code
NOV	14	**DESIGN SYSTEMS**		Design Patterns, Design Systems & Versioning
NOV	21	**DESIGN SYSTEMS**	**CRITIQUE**	Re/Design Proposals Due: Third Milestone
NOV	28	**HOLIDAY**		Thanksgiving Break
DEC	05	**PRESENTATIONS**	**CRITIQUE**	Re/Design Proposals Due: Fourth Milestone
DEC	12	**PRESENTATIONS**	**CRITIQUE**	Re/Design Proposals Due: Fifth Milestone
DEC	19	**PRESENTATIONS**	**CRITIQUE**	Final exams and last class meetings

COURSE RESOURCES

GATSBY
https://www.gatsbyjs.com
documentation

FRAMER X
https://www.framer.com
tutorials: book, course, videos, other
documentation: design, prototyping, development, api

REACT
https://reactjs.org

THE EXTENSION SCHOOL POLICIES ON ACCESSIBILITY AND ACADEMIC INTEGRITY

Please be sure to review the following before enrolling and before the first course meeting.

The Extension School is committed to providing an accessible academic community. The Accessibility Office offers a variety of accommodations and services to students with documented disabilities. Please visit https://www.extension.harvard.edu/resources-policies/resources/disability-services-accessibility for more information.

You are responsible for understanding Harvard Extension School policies on academic integrity (https://www.extension.harvard.edu/resources-policies/student-conduct/academic-integrity) and how to use sources responsibly. Not knowing the rules, misunderstanding the rules, running out of time, submitting the wrong draft, or being overwhelmed with multiple demands are not acceptable excuses. There are no excuses for failure to uphold academic integrity. To support your learning about academic citation rules, please visit the Harvard Extension School Tips to Avoid Plagiarism (https://www.extension.harvard.edu/resources-policies/resources/tips-avoid-plagiarism), where you'll find links to the Harvard Guide to Using Sources and two free online 15-minute tutorials to test your knowledge of academic citation policy. The tutorials are anonymous open-learning tools.

COURSE READINGS

1. **Story Map** by *James Buckhouse* [Aug 1, 2014]

2. **How (and Why) to Write Great User Stories** by *George Krasadakis* [Jun 22, 2018]

3. **How Snow White helped Airbnb prove that storytelling is the most important skill in design** by *Yazin Akkawi* [Jul 26, 2018]

4. **Pixar's Rules of Storytelling Applied to Product Managers & UX Designers** by *Shahed Khalili* [Feb 11, 2019]

5. **What is storytelling in design?** by *Jesse Weaver* [Mar 28, 2019]

6. **When design becomes a cargo cult** by *Mark Parnell* [Nov 13, 2018]

7. **How Reading Fiction Has Made Me a Better UX Designer** by *Anoosha Baxi* [May 30, 2019]

8. **Thinking Critically About Design and Design Criticism** by *Lindsay Munro* [Feb 26, 2018]

9. **Should Designers Be Design Critics? Why Not?** by *Steven Heller* [Apr 25, 2018]

10. **Design Criticism and the Creative Process** by *Cassie McDaniel* [Jan 11, 2011]

11. **Embrace Criticism To Take Design Thinking To The Next Level** by *Dennis Hambeukers* [Oct 28, 2018]

12. **The Art of Constructive Criticism** by *Vadim Grin* [Oct 23, 2018]

13. **Improving Design With Critique** by *UIE* [Jan 24, 2018]

14. **A Designer Addresses Criticism of Design Thinking** by *Connie Malamed* [Mar 16, 2018]

15. **Design Discourse Is In A State Of Arrested Development** by *Khoi Vinh* [Jan 28, 2018]

16. **Chain Letters: Alice Twemlow** Interview by *Lilly Smith* [May 2, 2018]

17. **Ralph Nader: Design Critic** Interview by *Steven Heller* [Mar 13, 2019]

18. **Double Vision: Graphic Design Criticism and the Question of Authority** by *Anne Bush* [May 19, 2016]

19. **Design Criticism Ignores the Places that it Could Help the Most** by *Zach Mortice* [Nov 27, 2018]

20. **Critical: The Design Community's Rocky Relationship With Criticism** by *Joseph Alessio* [Jun 12, 2016]

21. **Debbie Millman on the power of courage over confidence, embracing criticism and overcoming fear** Interview by *Katy Cowan* [Oct 25, 2018]