DIG3124 Principles of Interactivity and Usability
Spring 2026

Course Meetings: MON | Period 5-6 (11:45 AM – 1:40 PM)

WED | Period 6 (12:50 PM to 1:40 PM) **Course**

Modality: Face to Face, NRG 0205

Course Description

This course introduces students to the fundamental principles that govern successful interaction design. Through this course, students will develop an understanding of the importance of identifying users' needs and explore practical methods for providing solutions tailored to those needs. The primary goal of this course is to introduce students to the entire journey of the UI/UX design process—from identifying target users to developing a prototype. Topics include, but are not limited to, basic activities of interaction design, cognitive and emotional aspects of user experience, visual communication, prototyping, user testing, data gathering, and evaluation. Students will work as an individual as well as in a group to analyze the user experience and design the mobile app/website. Students should be comfortable working in an interdisciplinary group.

Course Prerequisites

This class has no prerequisites.

Learning Outcomes

- Identify problems of existing digital interfaces
- Understand the needs of key stakeholders and provide design solutions tailored to those needs.
- Collect and analyze data to identify system requirements
- Transform conceptual design ideas to physical design
- Use visual elements to prioritize information and optimize interactions
- Demonstrate an understanding of industry practices related to interactivity and usability of digital systems
- Gain experience working effectively in a collaborative group setting

Materials & Books

Required

- Figma, Text Editor (e.g., VS Code, Cursor)

Textbook (Optional)

- Interaction Design: Beyond Human-Computer Interaction, By Sharpe, Rogers, and Preece, Wiley & Sons (ISBN-13: 978-1119547259, ISBN-10: 1119547253)
- Don't make me think, Steve Krug (ISBN-13: 978-0321965516, ISBN-10: 9780321965516)
- The Design of everyday things, Don Norman (ISBN-13: 9780465050659, ISBN-10: 9780465050659)

Materials, Supply, and Equipment Fees

Material and supply and equipment use fee information are available from the academic departments or from the schedule of courses (Florida Statutes 1009.24). The total course fee for sections where students are located on-campus is $26.05 as they have access to the Digital Worlds Computer and Design Lab. The total course fee for each course is listed on the UF Schedule of Courses. (https://registrar.ufl.edu/soc/)

Course Schedule

This schedule is only a guide and is subject to change.

WEEK	SUBJECT	ASSIGNMENT/QUIZ
Principles and Theories		
W 1	Course Introduction UX Design Process	Introduce yourself Exercise 1
W 2	Principles of Good UX Design: Part 1 Principles of Good UX Design: Part 2	Exercise 2
W 3	Information Processing Overview Sensation Perception	Quiz 1
W 4	Gestalt Principles and Cognitive Bias Memory and Attention	Exercise 3
UX Desig ɪ: Gathering User Requirements		
W 5	Identify Users and Market Analysis Disney Creative Thinking	Good and Bad Design Paper
W 6	Group Project 1: Market Analysis	Group Project 1
W 7	User Research Methods: Observation, Focus-Group User Research Methods: Survey and Interview	Exercise 4
W 8	User Persona Scenario, and Journey Map	Exercise 5
W 9	Site map and Flow chart Wireframe	Quiz 2
W 10	Spring Break	
UX Design: Wireframe and Prototyping		
W 11	Group Project 2: User Research and Wireflow	Group Project 2
W 12	Prototype Prototyping Tools: Figma	Exercise 6

W 13	Web Design: HTML Web Design: CSS	Exercise 7
W 14	Usability Testing Graphic Design for User Interface	Quiz 3
W 15	Final Group Presentation	Final Group Project
W 16	Final Group Presentation	Final Group Report Peer Evaluation

Grading Criteria

Assignment / Assessment	Sub points	% of Grade
Participation and Feedback: Students are expected to actively participate in class discussions. Students will be asked to provide feedback and comments on the presentation of others. The feedback should be respectful and thoughtful.		10
Quizzes: Students will have a quiz hosted through Canvas. Quiz materials include lectures, assignments, readings, and other external resources.		25
Good and Bad Design Paper: To demonstrate your understanding of interaction design principles, each student will write a report on good and poor design.		15
Exercise: There will be 7 exercises throughout the course.		20
Exercise 1. App Design Sketch	2	
Exercise 2. Redesign an App	2	
Exercise 3. Resume Design	2	
Exercise 4. User Research Plan	2	
Exercise 5. Sitemap and Flowchart	2	
Exercise 6. Figma	5	
Exercise 7. HTML and CSS	5	
Group Project: Students will work in teams for the final project. Applying course		

materials, students will identify users' needs, ideate design concepts, develop 30 prototypes, and run usability testing.

Project 1. Market Analysis	5
Project 2. User Research & Wireflow	5
Final Presentation	10
Final Portfolio	5
Group Peer Evaluation	5
TOTAL	100%

* Please note that the group project is 30% of your grade. Students should be comfortable working in an interdisciplinary group. Students will work in a group of 4 to 5 members and can choose their own group. Please contact the instructor by week 3 to choose your own group.

Letter Grade	% Equivalency
A	94 – 100%
A-	90 – 93%
B+	87 – 89%
B	84 – 86%
B-	80 – 83%
C+	77 – 79%
C	74 – 76%
C-	70 – 73%
D+	67 – 69%
D	64 – 66%
D-	60 – 63%
E, I, NG, S-U, WF	0 – 59%

More information on grades and grading policies is here:
https://catalog.ufl.edu/UGRD/academichttps://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/regulations/grades-grading-policies/

Course Policies

Late Submission
All course work must be submitted no later than the due date unless prior arrangements are made with the instructor.

- **Late submission:** If a student submits an assignment after the due date without having made arrangements, **1 point will be deducted for each date.**
- **Deadline extension:** To request an extension for a deadline due to foreseeable reasons (e.g., exam conflicts with other classes, religious holidays, or personal events such as attending weddings), please contact the instructor **at least 3 days before the deadline**. Failure to adhere to this requirement will result in a 1-point deduction from your grade per day. Exceptions will only be considered for the unexpected emergencies listed on the following page.

Policy for Missing Quizzes

Unless students have acceptable reasons for missing quizzes, **the maximum grade the students can receive is half points of their original grade.** For example, if you missed your quiz without prior arrangement, you could receive 50% of your grade when you retake the quiz (e.g., 10 points → 5 points).

Policy for Missing a Group Presentation

During the assigned presentation weeks (Weeks 6, 11, 15, 16), the group has the option to coordinate a specific presentation time with the instructor in advance. On the designated date, at least one member from your group should present. There won't be a makeup presentation for a missed group presentation, and such an absence will result in zero points for the entire group.

Attendance

Attendance is mandatory. The instructor will distribute the attendance sheet randomly throughout the semester. If there is no prior arrangement made with the instructor, missing one class will lead to a deduction of 1 point from the participation grade.

Acceptable Reasons for Absence or Failure

Acceptable reasons for absence from or failure to engage in class include the following: illness; Title IX-related situations; special curricular requirements (e.g., field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); serious accidents or emergencies affecting the student; and court-imposed legal obligations (e.g., jury duty or subpoena). **Please provide valid documentation, such as a doctor's note, an email containing information about your special curricular requirements, or any other documentation related to your absence.**

For all planned absences, please inform the instructor at least 3 days prior to the class activity. For all unplanned absences because of accidents or emergency situations, students should contact their instructor as soon as conditions permit.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academichttps://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/regulations/attendance-policies/

Course Technology

The students will be required to have access to and use a personal computer with access to the Internet. Word editing software will be required for written assignments.

The University of Florida and Digital Worlds requires that students have access to and ongoing use of a laptop/mobile computer for DIG courses in order to be able to function in the current learning environment. Digital Worlds requires

each DAS major's laptop computer to meet certain minimum specs for heavy graphics use, the requirements documented below must be met. https://digitalworlds.ufl.edu/programs/ba-in-digitalhttps://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/[arts-sciences/technology-requirements/](https://digitalworlds.ufl.edu/programs/ba-in-digital-arts-sciences/technology-requirements/).

Course Communications

Students can communicate directly with the instructor regarding the course material through the course management system (CANVAS) using "Canvas Mail".

Creation of Original Content Ethics

For original projects and all assignment deliverables, students should remember that representations of acts of violence, coarse and offensive language, sexual behavior, bodily function and ability, neurodiversity, and personal identity are likely to cause extreme audience response, regardless of the creator's intentions. In addition, the recreation of such actions and subjects for fictional purposes may unintentionally traumatize or negatively impact those who collaborate in the creation of the images. While the university encourages students to explore themes and tell stories that may include this difficult subject matter, they should be cautioned against modes or styles of representation that might be considered unnecessarily offensive or potentially triggering. Instructors, faculty, and university administrators reserve the right to not show or share any student work they feel is inappropriate for their classroom or for public exhibition, as there may be concerns about the impact of such work on the community. We encourage students to consult with their faculty when producing work that might be considered controversial, and to err on the side of being cautious when it comes to making decisions about a project's content - in other words, make the PG-13 version of your story, not the R version, and certainly not the "unrated" version. This is also to help students understand that most professional creative situations have strict guidelines and limitations on such content and how it is produced: your ability to tell stories effectively with "less" is a strong professional skill that will aid in the dissemination of your work to a broader audience.

Course Technology Support

UF Computing Help Desk

For support related to account services, technical consulting, mobile device services, software services, administrative support, application support center, and learning support services, please contact the UF Computing Help Desk available 24 hours a day, 7 days a week at 352-392-4357 or helpdesk@ufl.edu.

University Policies

Information about university-wide policies and resources can be found here: https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Disclaimer: This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.