

Course Syllabus – ATCM 3336, Fall 2024

Course Information

<i>Course Prefix, Number, Section</i>	<i>ATCM 3336-001</i>
<i>Course Title</i>	<i>Design Research Methods</i>
<i>Term</i>	<i>Fall, 2024</i>
<i>Days & Times</i>	<i>Monday & Wednesday, 10:00 – 11:15 am</i>
<i>Room</i>	<i>ATC 2.101</i>

Professor Contact Information

<i>Professor</i>	<i>Mark McKinney</i>
<i>Phone</i>	<i>Mobile: 214 770-5613</i>
<i>Email Address</i>	<i>mark.mckinney@utdallas.edu</i>
<i>Office Location</i>	<i>ATEC 3.503</i>
<i>Office Hours</i>	<i>Tuesday 2-5 pm. You are welcome to drop by, but I may have another student already there. It is best to let me know you want to meet during office hours, and I can make sure to be available. You may also schedule a meeting at other times of the week if office hours are not convenient. Meetings can be in person or via Teams.</i>
<i>Other Information</i>	<i>Best way to reach Dr. McKinney is via email.</i>

Course Pre-requisites, Co-requisites, and/or Other Restrictions

As stated in catalog

Course Description

Design research is an integral part of overall design skills. You will learn how to plan, analyze, and execute quantitative and qualitative research studies to assist in the generation, formation, and evaluation of your designs. Along the way, you will gain an appreciation for the point of view of others who will use your designed products, to help you continuously improve the usefulness of your designed and produced objects.

Student Learning Objectives/Outcomes

- Understand how design research fits into the design process and how to apply research results to design projects
- Understand and apply various types of design research methodologies
- Address planning and executing design research in various settings
- Keep the needs of the user in mind throughout the design process, ethically
- Master reporting research findings in an inspiring manner

Required Textbooks and Materials

Required Texts

There is no required text for this class.

Required Materials

All required learning materials will be provided via eLearning. **It is your responsibility to check for required materials and review those before each class.**

eLearning will be used to:

- Make all required materials available
- Make assignments and provide due dates
- Collect submitted assignments
- Provide feedback and record student grades: **PLEASE NOTE – eLearning will show you the grade for a particular assignment, but it will not calculate your final grade**

Please make sure you log into eLearning regularly to check for Announcements and Assignments and to access the required materials for each class session.

Assignments & Academic Calendar

**Note: Reviewing required materials should be completed BEFORE attending the class*

Class No.	Meeting Date	LECTURE TOPIC	ASSIGNMENT / ACTIVITY	DUE DATE
1	Aug. 19	How this class works What type of designer are you?	Review syllabus Discussion and class participation	N/A
2	Aug. 21	Research as Part of the Design Process	In-class presentation and discussion	N/A
3	Aug. 26	Research and Design Research	In-class presentation and discussion	N/A
4	Aug. 28	McKeon-Rives video and case study	Watch video in class Discuss case study of research failure	N/A
	Sep. 2	LABOR DAY – NO CLASSES		
5	Sep. 4	Selection of semester project – MANDATORY ATTENDANCE	Lay out choices for semester projects and establish working groups	N/A
6	Sep. 9	Secondary research: How to do article reviews and competitive analysis	In-class presentation and demonstrations Class Assignment 1	Sept. 15
7	Sep. 11	Empathy and biases	In-class presentation and discussion Demonstration of empathy map	N/A
8	Sep. 16	Conducting interviews and netnography	In-class presentation and discussion Class Assignment 2	Sept. 27
9	Sep. 18	Focus Group – Working Group I – MANDATORY ATTENDANCE	In-class activity	N/A
10	Sep. 23	Focus Group – Working Group II – MANDATORY ATTENDANCE	In-class activity	N/A
11	Sep. 25	Making design personae, user journeys and briefs	In-class presentation and discussion	N/A

Class No.	Meeting Date	LECTURE TOPIC	ASSIGNMENT / ACTIVITY	DUE DATE
12	Sep. 30	Reporting findings – Building a Generative Research Report	In-class presentation and discussion Class Assignment 3	Oct. 9
13	Oct. 2	Work on Generative Research Report	None – NO CLASS MEETING	N/A
14	Oct. 7	Work on Generative Research Report	None – NO CLASS MEETING	N/A
15	Oct. 9	Design ideation and brainstorming – Working Group II – MANDATORY ATTENDANCE	In-class demonstrations of mind mapping and affinity diagramming	N/A
16	Oct. 14	Design ideation and brainstorming – Working Group I – MANDATORY ATTENDANCE	In-class demonstrations of mind mapping and affinity diagramming	N/A
17	Oct. 16	Surveys and survey construction	In-class presentation and discussion Class Assignment 4	Oct. 27
18	Oct. 21	Analysis of quantitative data	In-class presentation and discussion	N/A
19	Oct. 23	Prototyping	In-class presentation and discussion	N/A
20	Oct. 28	Interviewing dyads – ATTENDANCE MANDATORY	In-class exercise	N/A
21	Oct. 30	Work on final solutions	None – NO CLASS MEETING	N/A
22	Nov. 4	Usability and UX testing	In-class presentation and discussion	N/A
23	Nov. 6	Heuristic Evaluation dyads – ATTENDANCE MANDATORY	In-class exercise	N/A
24	Nov. 11	Final solution assignment	In-class presentation and discussion Class Assignment 5	Dec. 1
25	Nov. 13	Summative research, KPIs, and multiple stakeholders	In-class presentation and discussion	N/A
26	Nov. 18	Tips on presenting research information	In-class presentation and discussion	N/A
27	Nov. 20	Video – Day in the life of UX researcher	Video presentation and discussion	N/A
	Week of Nov. 25	FALL BREAK		
28	Dec. 2	Working Group I five-minute presentations – ATTENDANCE MANDATORY	In-class presentations	N/A
29	Dec. 4	Working Group II five-minute presentations – ATTENDANCE MANDATORY	In-class presentations	N/A

Grading Policy

Overall Course Grade

Your final grade will be determined by your scores on the class assignments. Your grade will also be influenced by your class attendance (please see below, *Class Attendance*).

Secondary Research/Competitive Analysis:	15%
Interviews/Netnography:	15%
Generative Research Report:	20%
Survey:	15%
Final Solution Paper:	25%
5-Minute Presentation:	10%

All assignments and projects will be graded using a scale of 0-100 points. To convert the point total to a letter grade, use the following guide:

Numerical Grade	Assigned Letter Grade
98-100	A+
93-97	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
59 or below	F
Insufficient information	MN
No credit	NR

Course Policies

Make-up Exams

There are no exams for this course, only class assignments. You cannot make up a missed assignment, but you can submit an assignment late (see below).

Extra Credit

There is no planned extra credit for this class. If you feel like you need to earn extra credit, you can discuss that one-on-one with the professor.

Late Work

If you are unable to submit a class assignment by the specified deadline, contact Dr. McKinney immediately via email to discuss potential accommodations. This email must be sent at least 24 hours prior to the stated deadline for the assignment in question. If

you do not send an email, or send it later than 24 hours previous, Dr. McKinney may, at his discretion, not accept your assignment and assign a grade of 0.

You should always endeavor to turn in work, even if it is late, as Dr. McKinney will typically give partial credit for late work, up to a point. No assignment will be accepted more than a week after it is due.

Class Materials

The professor will provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course; however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Attendance

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected regardless of modality. Students who fail to attend class regularly are inviting scholastic difficulty.

For this class, attendance is not mandatory for every class. However, some activities are completed in-class, and all assignment instructions are discussed fully in class. It is very advantageous to attend classes. These are the rules for attendance:

- If a class is designated "ATTENDANCE MANDATORY" and you do not attend and do not have a valid excused absence, your final grade will be lowered 5 points for each mandatory attendance class you miss.
- Class starts at the designated start time. If you are not present at the beginning of class, you are considered absent from that class. If there are extenuating circumstances, see Dr. McKinney at the end of class to discuss. PLAN AHEAD: Parking troubles and traffic are not extenuating circumstances. Leave earlier for class.
- No matter, if you have an unexcused absence for more than six classes your final grade will be lowered one letter grade. This is a group-oriented, project-based class and you cannot be successful if you are not present to take part in the group activities.

To keep the UT Dallas community as safe as possible, the University requires students who test positive for COVID-19 or who are close contacts as determined by the campus contact tracing program to isolate or quarantine as applicable. Faculty will be notified by the Dean of Students' Office if a student in their class has been required to isolate (positive case) or quarantine (exposed). The professor will make lectures available for those students during the period the students must isolate or quarantine. Absences due to COVID-19 will not be counted against an isolated or quarantined student, but the Dean of Students must confirm a student's status as infected or exposed for an absence to be considered excused under these guidelines. **In all cases, it is the responsibility of the student to communicate with the professor before class if they require an excused absence.**

Class Participation

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures. Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

Classroom Citizenship

There are a few requirements for this class:

- Arrive on time and be ready to begin class at the appointed time.
- Bring all the materials you might need to take notes and document the events within the classroom.
- We will have several opportunities to do group work in the classroom setting. When working with others, be courteous, respectful, and participatory.
- It is never acceptable to take a phone call during class. If you must speak on the phone (for an emergency) please step outside the classroom.
- **It is never acceptable to be viewing your phone, tablet, or computer during class for any reason other than taking notes or accessing learning materials. VIOLATION OF THIS POLICY WILL RESULT IN LOWERING YOUR GRADE.**

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students.

Please see <http://go.utdallas.edu/academic-support-resources>.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.