University of Florida
College of Journalism and Communications
Department of Media Production, Management, and Technology

Special Topic: Media User Experience
RTV3443 Spring 2026
TUR2350   12:50 p.m. – 3:50 p.m.

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Office hours: Monday 10:00-11:30 & 4:00-5:00, or by appointment

COURSE DESCRIPTION

This course focuses on media technology user experience research and design. This field falls on the intersection of visual communication, psychology, and technology sciences. Students will be exposed to various research methods to understand media users' concerns and needs, learn about the design principles that guide media user interface design, and obtain knowledge about the fundamental frameworks underlying future technology design, including presence-evoking technologies and AI technologies. This course teaches students human-centered approaches, provides tools for students to evaluate modern media interfaces, and generates new ideas through field work.

COURSE OBJECTIVES

At the end of the semester, students should be able to carry out independent user experience research and should be knowledgeable about principles regarding user interface deisgn. Students will master the basic approaches to understanding people's media use experience. Students should also know what is considered positive user experience and what is considered negative user experience. Students will need to apply the fundamental principles of Google's Material Design and Apple's Human Interface Design to hands-on work and to the evaluation of a newly designed product/interface/mobile app. Students should also be well versed in the theoretical frameworks that inform design principles.

REQUIRED READINGS

All readings including links to online sources will be available on Canvas (elearning.ufl.edu).

RECOMMENDED READINGS

Hanington, B. & Matin, B. (2019). *Universal methods of design: 125 ways to research complex problems, develop innovative ideas, and design effective solutions.* Rockport Publishers.
Norman, D. (2013). *Design of everyday things.* New York: Basic Books.

GRADE PERCENTAGE

Class participation/in-class activities: 10%
App design Exercise I: 10%
App design Exercise II: 15%
App design Exercise III and presentation: 15%
Summary and presentation of affordance: 10%

Product analysis: 10%
Exam 1: 15%
Exam 2: 15%
Extra credit: 2% (optional)

GRADE EQUIVALENTS (%)

	A = 93-100	A- = 90-92.99
B+ = 87-89.99	B = 83-86.99	B- = 80-82.99
C+ = 77-79.99	C = 73-76.99	C- = 70-72.99
D+ = 67-69.99	D = 63-66.99	D- = 60-62.99
	E = 0 – 59.99%	

Grading Criteria
A = an earned grade that represents outstanding and exceptional work
B = an earned grade indicating competent, above average work
C = an earned grade for work that is average and/or merely fulfills the basics of the assignment and lacks some
    important connection to the course material
D = an earned grade given to work that does not fulfill the conditions of the assignment and lacks connection with
    the course material in multiple ways
E = an earned failing grade for late work, poorly executed work, plagiarism, or other failure to adhere to the
    requirements of academic integrity.

Specific grading policies at UF can be accessed at https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

ASSIGNMENTS
Participation/In-Class Activities
- Participation includes responding to questions in class, making insightful and respectful comments or asking thoughtful and constructive questions in class.
- Read the assigned chapters and materials for class. Without being prepared, discussion will not be of any help to you. Failure to do the assigned reading will affect your written assignments and exam results because information will be either missed or misunderstood.
- The instructor will sometimes propose one or two questions toward the end of the class. Students are expected to turn in short but thoughtful answers as in-class assignments. These answers will be counted as part of attendance score.
- Please let your voice be heard in class. We are all active participants in learning and without everyone's willingness to be part of that learning we lose out on an enriching experience.

App Design Exercise
- Students (in groups) are required to design a mobile app using the knowledge from this class and the reading materials.
- For exercise I, students need to work on interview/participant observation to define a problem that motivates the app design.
- For exercise II, based on the goal of the app, students work on the "outline" of the app including the icon, pages, structure, affordances, etc.
- For exercise III, students fill in the information to the app including texts, voices, videos, notifications, and every possible element in the page.

- Along with the exercises, students need to submit summary papers for their design, explaining the design principles and guidelines used.
- More specific instructions will be provided in class.

Summary and Presentation of Affordances
- Affordance is a key concept in user experience. This assignment asks students to observe their daily lives, look for <u>three examples that feature different types of affordances (one example for each)</u> and positive user experience design. Examples do not need to be media-related. Write a (at least) one-page single-spaced summary paper explaining why this feature/product has positive user experience from the perspective of affordance. Attach all images at the end. You will also need to do a mini-presentation to share the examples with the class.
- The final submission should be in a PDF format.
- More specific instructions will be provided in class.

Exams
- There will be two exams. They will be in the forms of T or F, multiple choices, and short answers.

Product Analysis Presentation
- Students are required to deliver an in-class presentation. Students need to sign up their presentation date at the beginning of the semester. The presentation should be split into a formal presentation and a discussion session.
- Students first need to choose their preferred products for analysis. It is recommended that students contact the instructor at least one week prior to the presentation to get approval of the topic. The idea of the presentation is to introduce to the students an app/a media product/a website you'd like to recommend or caution against. So your presentation should illustrate positive/negative UI/UE design and fully articulate the reasons you like/dislike the app, including its social impact. The presentation should also include how this product can be enhanced in the future.
- The presenters should organize a short discussion session. The presenters are expected to ask at least 2 questions about their presentation topics. They are also expected to answer audiences' questions. Interaction with audiences is strongly encouraged.
- The final submission should be in a PDF format.
- More specific instructions will be provided in class.

Extra credits
- Up to 2 extra credits (out of 100) will be offered for research participation through CJC's SONA research management system (https://ufl-cjc.sona-systems.com). Please register a SONA account and choose studies to participate in to receive extra credits for this class.
- Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate, and research opportunities will be limited by the end of the semester. Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ
- If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu

- ***It is important that you allocate SONA credits to the correct course section. If you incorrectly allocated your credits to the wrong course number, contact the SONA administrators before the semester ends. If you do not correctly allocate your credits to this course, I will not be able to see your extra credits and your extra credits will not be added to your grade.

COURSE POLICIES

Classroom Etiquette
- UF prohibits discrimination against any person on the basis of race, color, national origin, religion, age, sex, gender, sexual orientation, physical or mental disability, medical condition, marital status, citizenship, or protected veterans. https://titleix.ufl.edu/about/statements/
- The instructor expects that all students are adults and behave as adults. Students should behave in a professional manner throughout the semester and not engage in making excuses for not completing course requirements and leaving assignments to the last minute.
- Act professional when contacting the instructor. For example, emails should include subjects. Put the course name in the subject line. Be respectful to your TA or the instructor. Do not expect an immediate answer to email questions. The instructor and TA try best to reply within 48 hours.
- It is solely the responsibility of the students to ensure all assignments reach the instructor. No dispensations will be granted for lost or misplaced assignments. Assignments must be submitted electronically to Canvas by the due date. There are no exceptions to this policy. (Of course, assignments can always be submitted early.) It is strongly recommended that students keep a backup copy of all work they submit in the course. Do not submit assignments via email unless required.

Attendance
- Attendance is taken randomly throughout the semester. It is the responsibility of the students to attend class and arrive on time for scheduled class sessions. You can have one unexcused absence from class. But starting the second absence, each absence will reduce your participation grade by 2 points until your total participation grade is zero.
- For excused absence (e.g., proof of doctor's note, funeral program, religious holidays, military obligations, UF athletic competition), students must inform the instructor as early as possible prior to the class. They will be permited a reasonable amount of time to make up the exam or assignments.

Academic Honesty/Policy on Plagiarism

Honesty is expected in all assignments, exams, and presentations. All writing submitted to this course must be your original work. Use the American Psychological Association (APA) citation format including quoting and paraphrasing in your writing. **Plagiarism is the most extreme form of academic dishonesty and will result in failing this course and possible removal from the university.** Plagiarism includes cheating on assigned work, submitting the same paper for two courses, buying papers, turning in someone else's work for your own use. All UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." Specific honor code can be accessed at https://sccr.dso.ufl.edu/process/student-conduct-code/

Statement about Recording Lectures

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code

Grade Appeals

If a student believes he/she have legitimate grounds on which to dispute a grade on a particular assignment, the student may submit a formal written appeal to the instructor within 10 days of receiving the original grade. The appeal must provide rationale for why the current grade is inaccurate. Feelings are not criteria. Once the student has submitted a formal grade appeal and all the supporting evidence including the graded copy of the assignment in question, the instructor will carefully examine the assignment and provide a new grade. Once the instructor has entered the final grade to the university system, that grade will not be changed under any circumstances.

Accommodations for Special Needs:

Any student who has a need for accommodation based on the impact of a documented disability, including special accommodations for access to technology resources and electronic instructional materials required for the course, should first register with the Disability Resource Center (352-392-8565, https://disability.ufl.edu/students/get-started/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Please contact me to discuss the specific situation by the end of the second week of classes or as soon as practical.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/."

Tentative Course Schedule

	Date	Topic	Notes and assignments due
1	1/12	Introduction to the course	
2	1/19	National holiday	
2	1/26	Interview, participant observation, and examples	
3	2/2	Card sorting, AB testing, and examples	
4	2/9	User persona and examples	
5	2/16	Technology affordances & User interfaces	
6	2/23	User interface navigation, icon design	
7	3/2	Media equation, review	
8	3/9	Spring break	
9	3/16	Presentation, exam 1	
10	3/23	Dark pattern	
11	3/30	Design for social media	
12	4/6	Designing AI-driven technologies (presence)	
13	4/13	Designing AI-driven technologies (social robots)	
14	4/20	Presentation, review, exam 2	

Note: Changes that occur to the syllabus will be announced on Canvas.