

## 1. How to Reach Me

**Instructor's Name:** John L. Neumann, Ph.D.

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**Arranging Conferences/Appointments:** Please contact me (email or IM) if you need to arrange a meeting. I can also use WebEx/Zoom online meetings.

## 2. Course Description

**Catalog Description:** TBD

An in-depth course in UX with a concentration on digital product accessibility. Students will understand the foundations, functional requirements, and practical applications of Accessibility and how they can be effective members of the teams who employ A11y practitioners.

## 3. Required Texts & Materials

**Textbook:** Inclusive Design for a Digital World: Designing with Accessibility in Mind (Design Thinking). Author: Regine M. Gilbert

**Optional:** A Web for Everyone. Author: Sarah Horton

**Optional:** Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics. Author: Thomas Tullis; William Albert

+ *Various web download materials. I'll provide a list and bring in current readings.*

### Other Resources

- Web access and standard tools like Google Docs or Microsoft Office suite
- Adobe Creative Cloud or Sketch (Mac only) for design concept creation is optional

## 3. Grading

Below is a list of assignments and their grade percentages for this course. If any of these projects or grades change, I will notify you of those changes before we continue with the project. Grades will be computed on a 100 point scale.

- Assignment 01 - 100 points/15% of your grade
- Assignment 02 - 100 points/15% of your grade
- Assignment 03 - 100 points/15% of your grade
- Assignment 04 - 100 points/15% of your grade
- Assignment 05 - 100 points/15% of your grade
- Assignment 06 - 100 points/15% of your grade
- Class engagement will make up the final 10% of your total grade

**TOTAL: 600 points, plus class engagement = 100% Grade Scale**

90% - 100% = A

80% - 89% = B

70% - 79% = C

60% - 69% = D (not passing)

0% - 59% = F (not passing)

## 4. Course Outline

Class will meet once a week for 3 hours. We'll focus on the areas described in the following course calendar, and reserve the right to deep-dive on special topics.

## [DRAFT] Course Calendar - Spring Semester 2021

<p><b>Weeks 1 - 3</b></p> <p>January 13 - February 3</p>	<p><b>Competency One:</b> Foundations of Accessibility</p> <p><b>Course Orientation</b></p> <p>Assignment 1: Social Awareness and history</p> <p><b>Overview:</b></p> <p>We will begin this section with background on Accessibility and its origins. Then we'll progress through case studies and impact. There will be a mix of lecture, readings, and practical exercises. In addition to completing Project 1, the class will discuss current issues and gain exposure to Accessibility applications.</p> <p><b>Readings from the Text: TBD</b></p>
<p><b>Weeks 4 - 6</b></p> <p>February 4 - Feb- ruary 28</p>	<p><b>Competency Two:</b> The Modern Accessibility Movement</p> <p>Assignment 2: Website and Industry research (some contextual, as permitted by social distancing guidelines)</p> <p><b>Overview:</b></p> <p>This 3-week section will immerse the class A11y, WCAG, and the organizations that promote accessibility today. Part of this segment will cover the motivations and goals of these orgs through the lens of the users they represent. We'll discuss the current penetration of Accessibility in the tech and health care industries, and begin talking about integration.</p> <p><b>Readings from the Text: TBD</b></p>

<p><b>Weeks 7 - 9</b></p> <p>March 1 - March 21</p>	<p><b>Competency Three:</b> Accessibility and UX Design</p> <p>Assignment 3: Tool mastery (for evaluation)</p> <p>Students will begin to learn the tools of the Accessibility trade and how to use them to help organizations design accessible products with minimal rework.</p> <p><b>Overview:</b></p> <p>This 3-week section will focus on how the Accessibility practice integrates within a UX team. We'll discuss the role of A11y in Design, and how these groups are structured. In this segment, students will also get exposure to the tools used in the design process to ensure compliance with ADA and WCAG guidelines. They will use these tools in the next segment of the course.</p> <p><b>Readings from the Text: TBD</b></p>
<p><b>Weeks 10 - 12</b></p> <p>March 22 - April 13</p>	<p><b>Competency Four:</b> Accessibility Evaluation</p> <p>Assignment 4: Create and Refine a Testing Protocol (for A11y evaluation of a digital product or website)</p> <p>Students will draft a comprehensive protocol for a user interface evaluation in the role of an Accessibility researcher</p> <p><b>Overview:</b></p> <p>This 3-week section is hyper-focused on creating a valid test plan for user research. Students will be exposed to methods for collecting data on accessibility, the tools required, and the taxonomies employed. Lecture and practical application will comprise a majority of this module, with the culmination being the development of a refined test protocol per Assignment 4.</p> <p><b>Readings from the Text: TBD</b></p>

<p><b>Weeks 13 -15</b> April 14 - May 4</p>	<p><b>Competency Five:</b> Execution and Reporting Results</p> <p>Assignment 5: Conduct an Accessibility Evaluation</p> <p>Students will evaluate a digital product or website using WCAG guidelines and a small suite of tools.</p> <p><b>Overview:</b> This 3-week section will guide students through the steps of completing an Accessibility evaluation. In addition to heuristics, students will utilize screen readers for keyboard navigation, as well as contrast tools that determine the ratios required to meet accessibility standards. This section will be heavy of practical experience and immersion.</p> <p><b>Readings from the Text: TBD</b></p>
<p><b>Weeks 15 - 16</b> May 5 - May 19</p>	<p><b>Competency Six:</b> Driving change within the Enterprise, and contrasts with the Agency model of UX</p> <p>Assignment 6: Final Projects - scope TBD</p> <p>Students will prepare and present material that demonstrates their understanding of the course material, its practical application, and interpretation of their study findings (with recommendations).</p> <p><b>Overview:</b> In the final section, the class will prepare a final project deliverable, with guidance from the instructor and guest lecturers/practitioners. We'll hold working sessions and get input from industry experts in healthcare and technology Accessibility.</p> <p>Final exam preparation is typically done outside of class as students prepare for an essay format final.</p> <p><b>Readings from the Text: TBD</b></p>