Document N: Course and Program Development:
IMPACT AND APPROVAL SIGNATURES

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: ○ LAW ○ MSB ◉ CAS ○ CPA

CONTACT NAME: Kathryn Summers **PHONE:** x6202

DEPARTMENT/DIVISION: Science, Information Arts, & Technology **DATE PREPARED:** 12/12/12

PROPOSED SEMESTER OF IMPLEMENTATION: ◉ fall ○ spring **YEAR:** 2013

TYPE OF ACTION: ◉ add (new) ○ deactivate ○ modify ○ other

LEVEL OF ACTION: ○ noncredit ○ undergraduate ◉ graduate ○ other

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ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

◉ ***COURSE ACTIONS*** ○ ***PROGRAM ACTIONS***

Original Subject Code/Course Number: IDIA 742

Original Course Title: Topics in User Research

Original Program Title:

*Select one or multiple actions from **one** of the lists below (review the list of necessary documents and signatures):*

COURSE ACTIONS	
	1. Experimental Course
	2. Course Title
	3. Course Credits
	4. Course Number
	5. Course Level
	6. Pre- and Co-Requisite
	7. Course Description
✓	8. New Course
	9. Deactivate Course
	22. Other

PROGRAM ACTIONS	
	10. Program Requirements
	11a. Undergraduate Specialization (24 credits or fewer)
	11b. Master's Specialization (12 credits or fewer)
	11c. Doctoral Specialization (18 credits or fewer)
	12. Minor (add or delete)
	13. Closed Site Program
	14. Program Suspension
	15. Program Reactivation
	16a. Certificate Program (UG/G) exclusively within existing degree program
	16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
	17. Off-Campus Delivery of Existing Programs
	18a. Undergraduate Concentration (exceeds 24 credits)
	18b. Master's Concentration (exceeds 12 credits)
	18c. Doctoral Concentration (exceeds 18 credits)
	19. Program Title Change
	20. Program Termination
	21. New Degree Program
	22. Other

ADDITIONAL DOCUMENTATION (check all appropriate boxes of documents included; *review the list of necessary documents*):

☑ summary proposal (O) ☑ course definition document (P) ☐ full five-page MHEC proposal (Q)

☐ financial tables (MHEC) (R) ☐ other documents as may be required by MHEC/USM (S) ☐ other (T)

IMPACT REVIEW *(review the list of necessary signatures)*:

Impacted Entity	Signature	Date
a. Library ❑ no impact ❑ impact statement attached		
b. OTS ❑ no impact ❑ impact statement attached		
c. University Relations ❑ no impact ❑ impact statement attached		
d. Admissions ❑ no impact ❑ impact statement attached		
e. Records ❑ no impact ❑ impact statement attached		

APPROVAL SEQUENCE *(review the list of necessary signatures)*:

Approval Level	Signature	Date
A. Department/Division (Chair)		2/5/13
B. General Education (for No. 7, 8)		
C. Final Faculty Review Body Within Each School (Chair)		2/7/13
D. Dean	David B Fr	5/16/13
E. University Faculty Senate (Chair)		
F. University Council (Chair)[1]		
G. Provost and Senior Vice President for Academic Affairs	Beverly Schmeltz	6/11/13
H. President		
I. Board of Regents (notification only)		
J. Board of Regents (approval)		
K. MHEC (notification only)		
L. MHEC (approval)		
M. Middle States Association notification	Required only if the University's mission is changed by the action	

[1] University Council *review* (for recommendation to the president or back to the provost) shall be limited to curricular or academic policy issues that may potentially affect the University's mission and strategic planning, or have a significant impact on the generation or allocation of its financial resources.

Document O: Course and Program Development: SUMMARY PROPOSAL

See Course and Program Development Policy and Procedures (www.ubalt.edu/provost) for instructions.

SCHOOL: ○ LAW ○ MSB ◉ CAS ○ CPA

CONTACT NAME: Kathryn Summers **PHONE:** x6202

DEPARTMENT/DIVISION: Science, Information Arts, & Technology **DATE PREPARED:** 12/12/12

PROPOSED SEMESTER OF IMPLEMENTATION: ◉ fall ○ spring **YEAR:** 2013

ACTION BEING REQUESTED (select one category, either Course Actions or Program Actions):

◉ ***COURSE ACTIONS*** ○ ***PROGRAM ACTIONS***

Original Subject Code/Course Number:

Original Program Title:

Original Course Title:

*Select one or multiple actions from **one** of the lists below (review the list of necessary documents and signatures):*

	COURSE ACTIONS
	1. Experimental Course
	2. Course Title
	3. Course Credits
	4. Course Number
	5. Course Level
	6. Pre- and Co-Requisite
	7. Course Description
✓	8. New Course
	9. Deactivate Course
	22. Other

	PROGRAM ACTIONS
	10. Program Requirements
	11a. Undergraduate Specialization (24 credits or fewer)
	11b. Master's Specialization (12 credits or fewer)
	11c. Doctoral Specialization (18 credits or fewer)
	12. Minor (add or delete)
	13. Closed Site Program
	14. Program Suspension
	15. Program Reactivation
	16a. Certificate Program (UG/G) exclusively within existing degree program
	16b. Certificate Program (UG/G) outside of or across degree programs (12 or more credits)
	17. Off-Campus Delivery of Existing Programs
	18a. Undergraduate Concentration (exceeds 24 credits)
	18b. Master's Concentration (exceeds 12 credits)
	18c. Doctoral Concentration (exceeds 18 credits)
	19. Program Title Change
	20. Program Termination
	21. New Degree Program
	22. Other

For changes to existing courses:

OLD TITLE **SUBJECT CODE/COURSE NO.** **CREDITS**

NEW TITLE Topics in User Research **SUBJECT CODE/COURSE NO.** IDIA 742 **CREDITS** 3

DESCRIBE THE REQUESTED COURSE/PROGRAM ACTION (additional pages may be attached if necessary):

Create a new course: IDIA 742: Topics in User Research

SET FORTH THE RATIONALE FOR THIS PROPOSAL:

Students in the user research area of focus of the MA program in Interaction Design and Information Architecture and DS program in Information and Interaction Design need an advanced course in user research methods.

The topic of this course will vary, based on faculty interests and student needs. Planned topics include eye-tracking research, quantitative comparative usability studies, and metaphor elicitation through image collaging sessions.

DOCUMENT P: COURSE DEFINITION

See Course and Program Development Policy and Procedures (http://www.ubalt.edu/template.cfm?page=257) for instructions.

1. DATE PREPARED

12/12/12

2. PREPARED BY

Kathryn Summers

3. DEPARTMENT/DIVISION

Science, Information Arts, & Technology

4. COURSE NUMBER(S) with SUBJECT CODE(S)

IDIA 742

5. COURSE TITLE

Topics in User Research

6. CREDIT HOURS

3

7. CATALOG DESCRIPTION

Intensive exploration of topics in user research of mutual interest to students and faculty. Content varies depending on the interests of faculty and students. Course may be repeated for credit when topic changes. Lab fee required. prerequisite: PBDS 660 or passing score on the hypermedia proficiency exam in addition to IDIA 642

8. PREREQUISITES

PBDS 660 or passing score on the hypermedia proficiency exam; IDIA 642

9. COURSE PURPOSE (how the course is to be used in the curriculum; e.g., required for the major, elective, etc.)

elective

10. GENERAL EDUCATION AREA (if applicable; e.g., social sciences, humanities, mathematics, etc.)

11. COURSE TYPE/COMPONENT (clinical, continuance, discussion, field studies, independent study, laboratory, lecture, practicum, research, seminar, supervision, thesis research, tutorial or workshop; **this must match PeopleSoft 9.0 coding, so check with your dean's office if you are unsure of the correct entry**)

lecture

12. FACULTY QUALIFIED TO TEACH COURSE

Lucy Holman, Kathryn Summers, Deborah Kohl

13. CONTENT OUTLINE

1. Eye tracking methods and data
2. Experiment design

3. Special populations (two weeks)
4. Dealing with eye tracking data
5. AOI's and attention maps
6. Scanpaths
7. Statistical analysis (three weeks)
8. Designing individual projects (three weeks)

14. LEARNING GOALS

Design experiments that will generate eye tracking data that is meaningful and accurate

Demonstrate an understanding of the factors that make eyetracking data meaningful in a variety of situations

Perform basis statistical analysis of eyetracking data

Present data-driven findings and recommendations for a variety of research projects

15. ASSESSMENT STRATEGIES

Papers, research reports, presentations

16. SUGGESTED TEXT(S) and MATERIALS (e.g. textbooks, equipment, software, etc., that students must purchase)

Holmqvist, Kenneth, et al. *Eye Tracking: A Comprehensive Guide to Methods and Measures*. Oxford UP, 2011.

Bojko, A. (2013). Eye Tracking the User Experience. New York: Rosenfeld Media.

17. SPECIAL GRADING OPTIONS (if applicable) NONE

18. SUGGESTED CLASS SIZE

20

19. LAB FEES (if applicable)

$65. Laboratory fees cover additional instructional costs incurred in the operation of a usability laboratory necessary for teaching this course and for students' preparation of classwork, including maintenance and routine upgrades to software and hardware, as well as the renewal of yearly software licenses.