

Note: This syllabus may represent a past offering of this course and future course offerings may differ.

HCDE 512: International Communication and User Experiences

Instructor: Zakiya Hanafi

Quarter/Year: Autumn 2014

Course Schedule: Thursdays, 6:00-9:50 PM

Course Description

Theory, research, and approaches for creating digital media for international audiences. Topics include cultural schemata and contrastive rhetoric, content and text types and corresponding translation and localization strategies, market relevance and adaptation, international user research and usability, international policies and geopolitics, and cross-cultural business management and team work.

Course Objectives

Upon completion of this course, students

- have foundational knowledge of culture research, cultural models and cultural schemata
- are able to conduct basic market research including interpreting demographic and socio economic data
- are aware of the role that history, tradition, and language play in the context of intercultural communication
- have been exposed to applications to the above on a variety of case studies
- can discuss and analyze the impact of culture on a given user scenario, as well as suggest solutions to address cultural conflicts in process planning, design, and communication

Grading structure

Assignment	Weight	Due
Process Book <ul style="list-style-type: none">• document your journey with sketches / notes / explorations / reflections	50%	Show weekly, hand in on Dec. 4 at end of course
Final Project <ul style="list-style-type: none">• summary and critical evaluation of one of the class session topics• evaluation of a product, web site, or marketing campaign with regard to its cultural relevance and effectiveness• Redesign of a product, web site, or marketing campaign to be effective in another culture	30%	Dec. 11 at noon
Group Design Project <ul style="list-style-type: none">• design the UX for a global/local vending machine	20%	Present on last day of course

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Course Schedule

<i>Course Topics</i>	<i>Assignments</i>
WEEK 1	
Course Introduction & Basic Concepts	
WEEK 2	
Cultural Models	<ul style="list-style-type: none"> Set up team for global/local vending machine design
WEEK 3	
Culturally aware UI design	<ul style="list-style-type: none"> At-home exercise: adapt a Fitness/Health app to another country
WEEK 4	
User research & ethnography	<ul style="list-style-type: none"> Team project: report back on Pt 1
WEEK 5	
Culture and the Design Process Personas/Scenarios Guest speaker: Kate Edwards, Geogrify	
WEEK 6	<ul style="list-style-type: none"> Team project: report back on Pt 2
Translation & Localization Guest speaker: Carla DiFranco, Microsoft	<ul style="list-style-type: none"> At-home exercise: Machine Translation of a poem
WEEK 7	
Developing for Emerging Economies Guest speaker: Manuela Noske, Microsoft	
WEEK 8	<ul style="list-style-type: none"> Team project: report back on Pt 3
Geopolitics Guest speaker: Miki Konno, Microsoft	
WEEK 9	<ul style="list-style-type: none"> Finalize final project topic
Cross-cultural Teams Guest speaker: Karen Rolfes, Constellation Brands International	
WEEK 10	
Vending Machine Presentations	<ul style="list-style-type: none"> Process Books due