

Cross-Cultural Design Concepts
CEN 4930 / DIG 4930 / CIS 6930
Class Periods: Monday, Wednesday
Location: KU Katsura Campus Auditorium
Academic Term: Summer 2024

Instructor:

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Course Description

1. Theory and foundations of cross-cultural interaction and how it applies within a design. Covers how culture influences communications, assumptions, acceptance, and usage of ideas, physical objects, and software, as well as the important role of considering culture when developing products and processes for an international audience that includes individuals from diverse and unique backgrounds. (3)

Course Pre-Requisites / Co-Requisites

One prior semester of engineering coursework

Course Objectives

By the end of the semester, successful students should be able to...

- Compare potential interpretations of interfaces when developing engineering artifacts
- Identify symbol, color, and other communications differences between cultures
- Apply knowledge of cultural expectations of function and form in engineering design
- Assess the potential impact of cultural norms and expectations in designs

Professional Component (ABET):

This course serves criteria (b) of ABET Professional Component, namely: “one and one-half years of engineering topics, consisting of engineering sciences and engineering design appropriate to the student’s field of study”. This

Required Textbooks and Software

There are no required materials for this course. All materials will be provided by the instructor. The College of Engineering requires students to have a mobile computing device (laptop).
This course constitutes one-semester of engineering-specific coursework.

Relation to Program Outcomes (ABET):

The table below is an example. Please consult with your department’s ABET coordinator when filling this out.

Outcome	Coverage*
1. An ability to identify, formulate, and solve engineering problems by applying principles of engineering, science, & mathematics.	Low
2. An ability to apply both analysis and synthesis in the engineering design process, resulting in designs that meet desired needs.	Medium
3. An ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions.	Medium
4. An ability to communicate effectively with a range of audiences	High
5. An ability to recognize ethical and professional responsibilities in engineering situations and make informed judgments, which must consider the impact of engineering solutions in global, economic, environmental, and societal contexts.	High
6. An ability to recognize ongoing need for add'l knowledge & locate, evaluate, integrate, & apply this knowledge appropriately.	Medium
7. An ability to function effectively on teams that establish goals, plan tasks, meet deadlines, and analyze risk and uncertainty	

*Coverage is high, medium, or low. An empty box indicates that this outcome is not covered or assessed.

Course Schedule

W	Date	Topic	Reading (Before Class)	Due
0	5/31	Orientation & Structure	-	Syllabus Quiz
1	6/03	Culture Euphoria & Shock	The Four Stages of Culture Shock (PL) Cultural Shock and Adaptation (Winkelman)	Quiz
1	6/05	Conceptualizing Culture	"Understanding Culture" Chp. 1 (Brislin)	Quiz, Reflection
2	6/10	Cultural Theory	"Understanding Culture" Chp. 2 (Brislin)	Quiz, Reflection
3	6/12	Critical Thinking	"Developing Critical Thinkers" Chp. 1-2 (Brookfield)	Quiz
3	6/17	Metacognition	"Thinking about Thinking" (Condon & Yousef)	Quiz, Reflection
4	6/24	Context-Free Design	TBD	Quiz
4	6/26	Cultural Undercurrents	"The Paradox of Culture" (Hall)	Quiz, Reflection
	7/01	Project Work		Reflection
3	7/10	Ethnocentrism	"Towards Ethnorelativism" (Paige)	Quiz, Reflection
5	7/17	Cultural Investigations	"Understanding Culture" Chp. 3 (Brislin)	Quiz
6	7/22	Intercultural Contact	"Understanding Culture" Chp. 6 (Brislin)	Quiz, Reflection
7	7/24	Finding the Middle Ground	"Value Orientations Method" (Russo)	Quiz
7	7/29	How to Say Goodbye	"The Art of Coming Home: Introduction" (Storti)	Quiz, Reflection

Attendance Policy, Class Expectations, and Make-Up Policy

Attendance is mandatory. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click here to read the university attendance policies: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Grading Policy

Percent	Grade	Grade Pts
93.0 – 100.0	A	4.00
90.0 – 92.9	A-	3.67
87.0 – 89.9	B+	3.33
83.0 – 86.9	B	3.00
80.0 – 82.9	B-	2.67
77.0 – 79.9	C+	2.33
73.0 – 76.9	C	2.00
70.0 – 72.9	C-	1.67
67.0 – 69.9	D+	1.33
63.0 – 66.9	D	1.00
60.0 – 62.9	D-	0.67
0.0 – 59.9	E	0.00

Completion of class activities – not merely attendance – is expected and is a requirement in this course.

Evaluation of Grades - Undergraduate

Assignment	Points	Percent
Syllabus Quiz	5 x 1	0.5%
Class Activities / Discussion (15)	20 x 15	30%
Excursion Engagement (8)	30 x 8	24%
Weekly Reflections (7)	35 x 7	24.5%
Weekly Quizzes (15-drop-1)	15 x 14	21%
TOTAL	1000	100%

Evaluation of Grades - Graduate

Assignment	Points	Percent
Syllabus Quiz	10	1%
Class Activities / Discussion (15)	18 x 15	27%
Excursion Engagement (8)	25 x 8	20%
Weekly Reflections (7)	30 x 7	21%
Weekly Quizzes (15-drop-1)	15 x 14	21%
Paper Presentation (1)	100 x 1	10%
TOTAL	1000	100%

UF grading policy information: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Reflections

Weekly reflections are graded for content and should evaluate readings and class discussions covered in the week. Reflections should include analysis for reading, reflection on excursions, and connections to personal experiences from a cross-cultural perspective.

Excursions

Excursions include visits to cultural relevant locations to discuss the influence of culture on design decisions; as such excursion grades will be based on a) attendance at the excursion, b) participation in excursion activities, and c) participation in excursion discussions (e.g., answering real-time questions related to lecture / reading content).

Discussions

Class discussions will begin with a prompt by the instructor related to recent excursions and/or readings. The discussion will pose an engineering challenge from a cross-cultural perspective (e.g., how to address localization and/or text in locations where people with different language backgrounds might be users, such as in airports or when using other transportation systems). Students will be invited to depend on their own experiences, and those of their peers, to find creative ways to address the challenges.

Students Requiring Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation

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/>.

In-Class Recording

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.

University Honesty Policy

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. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://sccr.dso.ufl.edu/process/student-conduct-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Commitment to a Safe and Inclusive Learning Environment

The Herbert Wertheim College of Engineering values varied perspectives and lived experiences within our community and is committed to supporting the University's core values, including the elimination of discrimination. It is expected that every person in this class will treat one another with dignity and respect regardless of race, creed, color, religion, age, disability, sex, sexual orientation, gender identity and expression, marital status, national origin, political opinions or affiliations, genetic information, and veteran status.

If you feel like your performance in class is being impacted by discrimination or harassment of any kind, please contact your instructor or any of the following:

- Your academic advisor or Graduate Program Coordinator
- HWCoe Human Resources, 352-392-0904, student-support-hr@eng.ufl.edu
- Curtis Taylor, Associate Dean of Student Affairs, 352-392-2177, taylor@eng.ufl.edu
- Toshikazu Nishida, Associate Dean of Academic Affairs, 352-392-0943, nishida@eng.ufl.edu

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <https://registrar.ufl.edu/ferpa.html>

Campus Resources:

Health and Wellness

U Matter, We Care:

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Counseling and Wellness Center: <https://counseling.ufl.edu>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Discrimination, Harassment, Assault, or Violence

If you or a friend has been subjected to sexual discrimination, sexual harassment, sexual assault, or violence contact the **Office of Title IX Compliance**, located at Yon Hall Room 427, 1908 Stadium Road, (352) 273-1094, title-ix@ufl.edu

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.

Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling; <https://career.ufl.edu>.

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.
<https://teachingcenter.ufl.edu/>.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.
<https://writing.ufl.edu/writing-studio/>.

Student Complaints Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>; <https://care.dso.ufl.edu>.

On-Line Students Complaints: <https://distance.ufl.edu/getting-help/>; <https://distance.ufl.edu/state-authorization-status/#student-complaint>.