

Introduction to Culturally Aware Design

EGN 4XXX

Tuesdays Lunch (Section 1) / P4 (Section 2)

Academic Term: Summer 2025

Instructor:

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Office Hours: TBD

Course Description

Fundamentals of theory and practice of cross-cultural interaction and how it applies within a design context. Includes 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. (1)

Course Pre-Requisites / Co-Requisites

One prior semester of engineering and/or design 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 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.	
3. An ability to develop and conduct appropriate experimentation, analyze and interpret data, and use engineering judgment to draw conclusions.	
4. An ability to communicate effectively with a range of audiences	Medium
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.	Low
6. An ability to recognize ongoing need for add'l knowledge & locate, evaluate, integrate, & apply this knowledge appropriately.	
7. An ability to function effectively on teams that establish goals, plan tasks, meet deadlines, and analyze risk and uncertainty	

*Coverage is given as high, medium, or low. An empty box indicates that this outcome is not covered or assessed in the course.

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).

Course Schedule

W	Topic	Reading (Before Class)	Due
1	Orientation & Syllabus	-	-
2	Culture Euphoria & Shock	The Four Stages (PL), Culture Shock (Winkelman)	Quiz, Reflection
3	Conceptualizing Culture	"Understanding Culture" Chp. 1 (Brislin)	Quiz, Analysis
4	Critical Thinking	"Developing Critical Thinkers" 1-2 (Brookfield)	Quiz, Reflection
5	Universal Design	"Universal Design Handbook", Chp 4 (Story)	Quiz, Analysis
6	Ability-Based Design	"Ability-Based Design", Sections 1-4 (Wobbrock)	Quiz, Reflection
7	International Ethics	"Ethics in a Global Context" (Zhu & Jesiek)	Quiz, Analysis
8	Ethnocentrism	"Towards Ethnorelativism" (Bennet)	Quiz, Reflection
9	Intercultural Contact (1)	"Understanding Culture" Chp. 6 (Brislin)	Quiz, Analysis
10	Cultural Values	"Values Orientation" (Russo)	Quiz, Analysis
11	Reverse Culture Shock	"The Art of Coming Home: Introduction" (Storti)	Quiz, Reflection

Attendance Policy, Class Expectations, and Make-Up Policy

Attendance is mandatory. Students are liable for all announcements made lecture or discussion. Quizzes may only be taken during the assigned period. Make up work for graded class activities are provided given appropriate documentation is presented. Excused absences must be consistent with University policies in the undergraduate catalog (<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>) and meet University requirements regarding excused absences.

Grading Policy

Evaluation of Grades

Percent	Grade	Grade Points
93 - 100	A	4.00
90 - 92	A-	3.67
87 - 89	B+	3.33
83 - 86	B	3.00
80.0 - 82	B-	2.67
77 - 79	C+	2.33
73 - 76	C	2.00
70 - 72	C-	1.67
67 - 69	D+	1.33
63 - 66	D	1.00
60 - 62	D-	0.67
0 - 59	E	0.00

Assignment	Points	Percent
Quizzes (10)	28 x 10	28%
Class Activities (11-drop-1)	12 x 10	12%
Excursion Participation (5)	30 x 5	15%
Design Analysis (5)	42 x 5	21%
Reflections (5)	48 x 5	24%
TOTAL	1000	100%

More information on UF grading policy may be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Quizzes. Each class will begin with a short quiz on the material assigned as pre-class readings.

Class Activities. It is important to note that "Class Activities" is not merely attendance. This course employs a flipped model, in which students come to class having studied the material in advance on which they complete a quiz. Students further are expected to actively engage in the in-class activities. Failing to do so will result in no credit for the activity, regardless of attendance.

Excursion Participation. Excursion participation grades will be based on a) attendance at the excursion, b) participation in excursion activities, and c) participation in excursion discussions (including answering on-the-spot questions related to lecture / reading content).

Design Analysis. Following three specific excursions, students will submit a design analysis report to identify aspects of cross-cultural design that were incorporated on-location and/or issues with the current state that could be improved by applying the principles of culturally aware design.

Reflections. Weekly reflections are graded for content and should evaluate readings and class discussions covered in the week. Students may incorporate personal experiences that are relevant to the topic in their reflections.

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

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>

Professionalism & Expectations

Students are expected adhere to the following guidelines in this course:

Grading

Students should act with honor and honesty in all assignments. Sharing / copying, “borrowing” of structure, , looking at work from another student or providing such work, and plagiarism, in addition to other dishonest behaviors, are all considered academic dishonesty. Absolutely no information regarding assignment solutions may be shared by students except at a conceptual level. If students implement algorithms from other sources, they must cite those sources, and this should be done only when explicitly allowed by the assignment’s directions. Students may not directly copy code from the Internet or other sources under any circumstances. Any student found to have violated these rules, whether a provider or receiver or unauthorized help, will be given a zero and referred to the Honor Court. **When in doubt, ask.**

Grade reviews must be requested within one week of a grade being posted. After two weeks, no grade will be revisited. In the event of a grade review, the entire assignment will be reviewed.

All assignments are due by the time listed on Canvas. Projects and homework may be submitted late with a cascading deduction: one (1) weekday late for 10% penalty; two (2) for 25% penalty; or three (3) for 50% penalty. Quizzes and tests may not be submitted late for credit except with instructor approval for extenuating circumstances (see below). We will not make personal exceptions.

Behavior

Students should facilitate learning of others without distraction. Students should refrain from watching videos; playing games; talking; sleeping; howling; biting toe nails; screeching like a banshee; and other distracting behaviors during course meetings.

Students should be present for all presentations. Make-ups will not be given except in extenuating circumstances. For make-up consideration students will be required to submit written documentation from a reputable source as evidence. For any planned event (such as a wedding), students must contact the instructor at least two weeks in advance for consideration. Please note that there is no guarantee that requests will be accommodated. Social, networking, and club events are considered at the discretion of the instructor. This two-week standard applies to university and personal events alike!

Students should visit office hours for project help and grade questions. Online students should make plans to chat with a TA during scheduled office hours or try to arrange an appointment with the TA or instructor. Do not send private messages to or tag (“@”) instructors or TAs, and do not email instructors or TAs about project help. *Emailed project / exercise questions will not receive a response!* We try to answer questions when possible in chat, but to get personalized help, visit or make arrangements.

Important correspondence (other than project help) should be engaged via email. In particular, the chat system is helpful for simple questions and allows students to help one another, but students should not expect a response to important questions via chat. Please allow 48 business hours for a response; the instructor and TAs have many responsibilities and respond to messages as efficiently as is practical.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

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/policies/student-honor-code-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 broad diversity within our community and is committed to individual and group empowerment, inclusion, and the elimination of discrimination. It is expected that every person in this class will treat one another with dignity and respect regardless of gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture.

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
- Robin Bielling, Director of Human Resources, 352-392-0903, rbielling@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.

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: <http://www.counseling.ufl.edu/cwc>, 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 Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.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://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.