# DMAD A200: DESIGNING FOR SCREENS

| Item | Value |
| --- | --- |
| Curriculum Committee Approval Date | 10/02/2024 |
| Top Code | 061410 - Multimedia |
| Units | 3 Total Units |
| Hours | 90 Total Hours (Lecture Hours 36; Lab Hours 54) |
| Total Outside of Class Hours | 0 |
| Course Credit Status | Credit: Degree Applicable (D) |
| Material Fee | Yes |
| Basic Skills | Not Basic Skills (N) |
| Repeatable | No |
| Open Entry/Open Exit | No |
| Grading Policy | Standard Letter (S) |

## Course Description

Formerly: Designing for the Web. Designing for Screen covers the core principles and practices of user interface design for digital screens. Students will gain a solid understanding of user experience (UX) as it applies to user interface (UI) design, focusing on creating effective and visually compelling layouts for web and mobile applications, as well as other screen-based devices. PREREQUISITE: DMAD A181. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Understand and address the unique challenges of designing for different screen sizes and resolutions, ensuring multi-device compatibility through responsive design techniques.
2. Utilize fundamental UI/UX design principles to create user-friendly and visually appealing digital interfaces, including developing wireframes and prototypes with industry-standard tools.
3. Critique and evaluate digital interfaces based on usability and aesthetic principles, ensuring effective communication and overall design quality.

## Course Objectives

- 1. Design interfaces that address the unique challenges of various screen sizes and resolutions
- 2. Apply fundamental UI/UX design principles to create user-friendly digital interfaces
- 3. Develop wireframes and prototypes using industry-standard tools
- 4. Implement responsive design techniques for multi-device compatibility
- 5. Create visually appealing layouts that effectively communicate information
- 6. Evaluate and critique digital interfaces based on usability and aesthetic principles

## Lecture Content

Introduction to UI/UX Design for Screens Responsive Design and Multi-Device Compatibility Typography and Color Theory for Digital Interfaces Layout Design and Grid Systems Wireframing and Prototyping Techniques User-Centered Design Principles Visual Hierarchy and Information Architecture Usability and Accessibility in Screen Design Evaluating and Critiquing Digital Interfaces Current Trends in UI/UX Design

## Lab Content

Wireframing and prototyping Creating wireframes and interactive prototypes using tools like Figma User research and testingConducting user interviews Visual designTypography and color theory for UI Interaction designDesigning UI components and patterns UX design processUser journey mapping UI design softwareHands-on practice with tools like Figma, Adobe XD, Sketch Front-end developmentBasic HTML/CSS for designers Portfolio developmentCreating case studies

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Lab (04)
- DE Live Online Lab (04S)
- DE Online Lab (04X)

## Instructional Techniques

Digital presentations, software demonstrations, field trips, student critiques, guest lectures and discussions.

## Reading Assignments

Students will spend 1-2 hours per week on: Readings from required text. Reading from assigned online resources.

## Writing Assignments

Students will spend 1-2 hours per week on: Self-Reflections Analysis of Elements and Principles of Design  Written Reports of Attended Events and/or Materials Read

## Out-of-class Assignments

Students will spend 1-2 hours per week on: Design projects using appropriate software. Attend on campus student art shows. Sketching and conceptualizing drawing.

## Demonstration of Critical Thinking

Exams, skill demonstrations, problem solving exercises, written assignments

## Required Writing, Problem Solving, Skills Demonstration

Written reports and critiques of work seen outside of class, group critiques of student work, self reflections

## Eligible Disciplines

Commercial art (sign making, lettering, packaging, rendering): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Graphic arts (desktop publishing): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

## Other Resources

1. Selected handout materials to be provided and distributed by the instructor.