DMAD A203: USER EXPERIENCE (UX) AND USER INTERFACE (UI) DESIGN

Item	Value
Curriculum Committee Approval Date	02/14/2018
Top Code	061430 - Website Design and Development
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	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

Formerly: Interaction Design. Interaction Design focuses on creating engaging and user-centric experiences by integrating user experience (UX) and user interface (UI) design principles. Students will design and prototype for various platforms, including web and mobile applications. The course emphasizes the importance of UX research, guiding students through methods for understanding user needs, behaviors, and preferences. Through practical projects, students will learn to conceptualize, address design challenges, and apply research insights to develop visually appealing, effective, and intuitive products. ADVISORY: DMAD A181, DMAD A190, and DMAD A193. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Recognize and explore UX/UI industry roles and opportunities.
2. Apply foundational UX research methods and processes and be able to perform foundational UX research techniques, such as user interviews, surveys, and usability testing, to gather insights about real user needs and behaviors.
3. Utilize UX/UI design principles to create basic prototypes of digital product interfaces that are inclusive, visually appealing, and functional across various devices and platforms.

Course Objectives

- 1. Recognize the various roles in UX design, identify stakeholders, and enlist their support.
- 2. Obtain consensus from a team on project objectives.
- 3. Conduct user research in person or remotely, and document findings.
- 4. Understand and communicate user behavior with personas.
- 5. Design and prototype for different applications.
- 6. Plan for development, product rollout, and ongoing quality assurance .
- 7. Use size, color, and layout to help and influence users.
- 8. Plan and create wireframes.

Lecture Content

User Perspective Solutions vs. Ideas The Pyramid of UX Impact Building Consensus Behavior Basics Psychology vs Culture Conscious vs Subconscious Motivations User Research Research Questions Observing Users Interviews Surveys Profiles Devices Information Architecture User Stories Static vs Dynamic Pages Flow Designing Behaviors Awards vs Punishments Conditioning and Addiction Experience changes Experience Visual Design Principles Visual Weight Color Repetition and Pattern-Breaking Line Tension and Edge Tension Alignment and Proximity Using Motion for UX Wireframes and Prototypes Wireframes Z-Pattern, F-Pattern, Visual Hierarchy Layout Forms Buttons Adaptive and Responsive Design Psychology of Usability Browsing, Searching, Discovery Consistency and Expectations Accessibility Content UX copyrighting vs Brand Copywriting Call to Action Formula Instructions, Labels and Buttons Landing Pages Date for Designers Analytics Graph Shapes Statistics Testing

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

Dynamic Lecture, Demostrations, Online Presentations, Interactive Activities, 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

Samples of individual student work, project or course imbedded assignments, skill observations and tests

Required Writing, Problem Solving, Skills Demonstration

Papers, projects or presentations, portfolios, case studies, reflection essays and critiques.

Eligible Disciplines

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

years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Marsh, J.. UX for Beginners: A Crash Course in 100 Short Lessons, ed. ORielly Media, Inc., 2015