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

Item	Value
Curriculum Committee Approval Date	10/02/2024
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
Open Entry/Open Exit	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. Identify and differentiate the various roles within UX design, including UX researchers, UX designers, UX strategists, as well as UI designers and interaction designers.
- 2. Gain hands-on experience with fundamental UX research techniques, such as user interviews, surveys, and usability testing, to gather valuable insights that inform interface design.
- 3. Perform user research to collect data that informs design decisions, with a particular emphasis on how research findings impact interface design.
- 4. Understand the importance of accessibility in UX/UI design and apply accessibility guidelines to create inclusive interfaces that cater to all users.
- 5. Apply specific accessibility standards and best practices to ensure that your interfaces are usable by people with diverse abilities.
- 6. Create and use personas to effectively communicate user behaviors, needs, and goals, and to guide interface design decisions.
- 7. Learn the principles of information architecture and how to structure and organize content to enhance the usability and effectiveness of user interfaces.
- 8. Design and develop wireframes and prototypes to outline the structure and functionality of user interfaces, and to test and refine interface elements.
- 9. Explore the principles of interaction design to create intuitive and engaging user interfaces that improve the overall user experience.

Lecture Content

Introduction to UX and UI Design Understanding the difference between UX and UI Overview of roles in the UX/UI design field UX Design vs. UI Design: Roles and Responsibilities UX Researchers, UX Designers, UX Strategists UI Designers and Interaction Designers Fundamentals of Interaction Design Principles of interaction design Designing for user engagement and intuitiveness UX Research Methods Introduction to user interviews, surveys, and usability testing Gathering user insights for design Conducting Effective User Research Techniques for collecting meaningful data How user research informs design decisions Designing for Accessibility Understanding accessibility principles in UX/UI Importance of inclusive design Implementing Accessibility Standards Applying accessibility guidelines (e.g., WCAG) Designing interfaces for users with diverse abilities Creating and Using Personas in UX Design How to create personas Using personas to inform design decisions Information Architecture in UX/UI Design Structuring content for usability Best practices for organizing user interfaces Wireframing and Prototyping Introduction to wireframes and their role in design Developing and testing prototypes Prototyping Tools and Techniques Overview of popular prototyping tools Techniques for rapid prototyping and iteration Applying Interaction Design Principles Designing intuitive and engaging user interfaces Understanding feedback, affordance, and user control Designing for Multiple Platforms Designing for web vs. mobile applications Understanding platform-specific design constraints Usability Testing and Iteration Methods for testing prototypes with users Using feedback to improve design Conceptualizing and Prototyping a Real-World Solution Applying UX research and design principles to a comprehensive project Presenting and refining designs based on user feedback

Lab Content

Familiarization with industry-standard tools (e.g., Figma, Adobe XD, Sketch) Setting up design projects and exploring basic features Practical session on conducting and documenting user interviews Analyzing qualitative data to uncover user needs Designing effective user surveys Collecting and interpreting survey data to inform design decisions Setting up usability tests for prototypes Observing and analyzing user interactions to gather insights Translating research data into actionable user personas Building detailed personas that reflect user goals, behaviors, and pain points Applying accessibility standards (WCAG) Testing interfaces with accessibility tools (e.g., screen readers, color contrast checkers) Structuring content for a website or application Creating site maps and navigation flows Hands-on session designing low-fidelity wireframes Iterating on wireframe layouts based on user feedback Building interactive prototypes using Figma, Adobe XD, or Sketch Creating clickable prototypes with basic animations and transitions

Conducting real-time usability tests on prototypes Gathering feedback and iterating on the design based on test results Ensuring prototypes meet accessibility standards Testing prototypes with users of varying abilities Presenting the prototype to peers for feedback a nd refinement

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 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.