

WEEKLY SCHEDULE FALL 2025

(also known as Course Section Information)

# MTM1537 UX Design

# Delivery method: On campus in person

# Interactive Media Management 0300X01FWO September 5 2025 to December 12 2025

## Professor’s Name: Craig Clark

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# Learning Resources

All learning resources are in Brightspace.

**Additional Reference and Supporting Resources**

Students will need a student Figma account. This will be set up in class to ensure the proper licensing.

# Evaluation Breakdown

The official assignment due dates are in Brightspace. In the event of a discrepancy, the due date in Brightspace is correct.

### Practice assignments

1. **PA01 Client Thumbnails (Part 1 of 5)**  
   Assigned: 2025-09-05  
   Due: 2025-09-11  
   Value: 6% of final grade
2. **PA02 Client Wireframes (Part 2 of 5)**  
   Assigned: 2025-09-12  
   Due: 2025-09-18  
   Value: 6% of final grade
3. **PA03 Client Branding (Part 3 of 5)**  
   Assigned: 2025-09-26  
   Due: 2025-10-02  
   Value: 6% of final grade
4. **PA04 Client Prototypes (Part 4 of 5)**  
   Assigned: 2025-10-03  
   Due: 2025-10-09  
   Value: 6% of final grade
5. **PA05 Prototype - Evaluation and Feedback (Part 5 of 5)**  
   Assigned: 2025-10-31  
   Due: 2025-11-06  
   Value: 6% of final grade

### Workshop

1. **Usability Testing Workshop**  
   Assigned: 2025-11-21  
   Due: 2025-11-21  
   Value: 10% of final grade

### Major assignments

1. **A01 Wireframes**  
   Assigned: 2025-09-19  
   Due: 2025-10-14  
   Value: 20% of final grade
2. **A02 Website Redesign**  
   Assigned: 2025-10-17  
   Due: 2025-11-18  
   Value: 20% of final grade
3. **A03 Website Planning and Design**  
   Assigned: 2025-11-14  
   Due: 2025-12-12  
   Value: 20% of final grade

# Learning schedule, subject to change with notification

## Class 1 | Introduction

September 5

* Welcome
* Introduction to UX
* Website anatomy
* Thumbnails
* Set up Figma accounts
* **Assigned:** PA01 Client Thumbnails (Part 1 of 5)

## Class 2 | Prototyping part 1

September 12

* Interaction Design 01

Basics of Figma

* Color
* Typography
* Pages
* Frames
* Shapes
* Naming layers
* Introduction to wireframes
* **Assigned:** PA02 Client Wireframes (Part 2 of 5)

## Class 3 | Design theory 1

September 19

* Design Theory 1
  + Information Hierarchy
  + Elements of Design
    - Typography
    - Space & Balance
    - Colour
    - Line & Shape
    - Imagery
* **Assigned:** A01 Wireframes

## Class 4 | Design theory 2

September 26

* Design Theory 2
  + CRAP Principle
  + Gutenberg Readability
  + Gestalt Design Theory
* Colour Theory
* Critical thinking in design
* **Assigned:** PA03 Client Branding (Part 3 of 5)

## Class 5 | Prototyping part 2

October 3

* Interaction Design 02
* **Assigned:** PA04 Client Prototypes (Part 4 of 5)

## Class 6 | Web psychology part 1

October 10

* Why do we click: Aspects of emotion
* Why we click: Reciprocity
* Why we click: Social Validation

## Class 7 | Web psychology part 2

October 17

* Why we click: Scarcity
* Why we click: Simplified choices
* Cognitive Load
* Gamification
* **Assigned:** A02 Website Redesign

## Class 8 | No class

October 24

* No class, break

## Class 9 | Design for everyone

October 31

* Accessibility and inclusion
* Using and understanding feedback
* **Assigned:** PA05 Prototype - Evaluation and Feedback (Part 5 of 5)

## Class 10 | User research part 1

November 7

* Introducing user research

## Class 11 | Design Thinking

November 14

* Design thinking
* **Assigned:** A03 Website Planning and Design

## Class 12 | User Centred Design

November 21

* Personas
* User journey
* User testing | Testing and evaluating prototype
* **Workshop:** Usability Testing Workshop, Graded activity

## Class 13 | Prototyping part 3

November 28

* Design Systems
* Interaction Design 03

## Class 14 | Wrap up

December 5

* Q&A on course material
* Staying engaged
* Working freelance in UX

## Class 15 | Evaluation week

December 12

* Final class
* Worklab for A03 Website Planning and Design