

WEEKLY SCHEDULE Winter 2025

(also known as Course Section Information)

# MTM1537 UX Design

# Delivery method: On campus in person

# Interactive Media Management 0300X01FWO January 10 2025 to April 18 2025

## Professor’s Name: Craig Clark

## Contact: clarkc@algonquincollege.com

# 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.

## In-class assignments

Assignment: ICA01 Client Thumbnails

Due date and time: January 16, 2025 23:59

Value: 6%

Assignment: ICA02 Client Wireframes

Due date and time: January 23, 2025 23:59

Value: 6%

Assignment: ICA03 Client Branding

Due date and time: February 6, 2025 23:59

Value: 6%

Assignment: ICA04 Client Prototypes  
Due date and time: February 13, 23:59

Value: 6%

Assignment: ICA05 Prototype - Evaluation and feedback

Due date and time: March 13, 2025 23:59

Value: 6%

## Major assignments

Assignment: A01 Wireframes

Due date and time: February 14, 2025 23:59

Value: 20%

Assignment: A02 Website Re-Design

Due date and time: March 21, 2025 23:59

Value: 20%

Assignment: A03 Website planning and design

Due date and time: April 18, 2025 23:59

Value: 20%

## Workshops

Assignment: Usability testing workshop

Due date and time: March 21, 2025 10:59

Value: 10%

# Learning schedule, subject to change with notification

**Class 1 | Introduction**

*January 10*

* Welcome
* Introduction to UX
* Website anatomy
* Thumbnails
* Set up Figma accounts

**Class 2 | Prototyping part 1**

*January 17*

Interaction Design 01

Basics of Figma

* Color
* Typography
* Pages
* Frames
* Shapes
* Naming layers
* Introduction to wireframes

**Class 3 | Design theory 1**

*January 24*

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

**Class 4 | Design theory 2**

*January 31*

* Design Theory 2
  + CRAP Principle
  + Gutenberg Readability
  + Gestalt Design Theory
* Colour Theory
* Critical thinking in design

**Class 5 | Prototyping part 2**

*February 7*

* Interaction Design 02
* **Assignment due:** ICA03 Client Website & Branding (Part 3 of 5)

**Class 6 | Web psychology part 1**

*February 14*

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

**Class 7 | Web psychology part 2**

*February 21*

* Why we click: Scarcity
* Why we click: Simplified choices
* Cognitive Load
* Gamification

**Class 8 | No class**

*February 28*

* No class, break

**Class 9 | Design for everyone**

*March 7*

* Accessibility and inclusion
* Using and understanding feedback

**Class 10 | User research part 1**

*March 14*

* Introducing user research

**Class 11 | Design Thinking**

*March 22*

* Design thinking

**Class 12 | User Centred Design**

*March 28*

* Personas
* User journey
* User testing | Testing and evaluating prototype

**Class 13 | Prototyping part 3**

*April 4*

* Design Systems
* Interaction Design 03

**Class 14 | Wrap up**

*April 11*

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

**Class 15 | No class**

*April 18*

* College closed, Good Friday
* **Assignment due:** A03 Website Planning and Design