

WEEKLY SCHEDULE fall 24

(also known as Course Section Information)

# MTM1537 UX Design

# Delivery method: On campus in person

# Interactive Media Management 0300X01FWO Week 6, October 11

## **Professor’s Name:** Craig Clark

## **Contact:** clarkc@algonquincollege.com

# Learning Resources

The official resources are available in Brightspace for this week’s lesson

MTM1537-ux-design-class06a-whyDoWeClick-aspectsOfEmotion

MTM1537-ux-design-class06b-why-do-we-click-social-validation

MTM1537-ux-design-class06c-why-do-we-click-reciprocity

**Additional Reference and Supporting Resources**

See Brightspace for the most up to date list of resources.

The Reciprocity Principle: Give Before You Take in Web Design

Persuasion Triggers In Web Design

Reciprocity of social influence

Social Proof in the User Experience

Improving Reviews And Testimonials Using Science-Based Design

The Science Behind Normative Social Influence

# Evaluation Breakdown

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

Assignment: ICA01 Client Thumbnails

Due date and time: Sep 12, 2024 23:59

Value: 6%

Assignment: ICA02 Client Wireframes

Due date and time: Sep 19, 2024 23:59

Value: 6%

Assignment: ICA03 Client Branding

Due date and time: Oct 3, 2024 23:59

Value: 6%

Assignment: ICA04 Client Prototypes  
Due date and time: Oct 10, 2024 23:59

Value: 6%

Assignment: ICA05 Prototype - Evaluation and feedback

Due date and time: Nov 7, 2024 23:59

Value: 6%

Assignment: A01 Wireframes

Due date and time: Oct 11, 2024 23:59

Value: 20%

Assignment: A02 Website Re-Design

Due date and time: Nov 15, 2024 23:59

Value: 20%

Assignment: A03 Website planning and design

Due date and time: Dec 13, 2024 23:59

Value: 20%

Assignment: Usability testing workshop

Due date and time: Nov 29, 2024 10:59

Value: 10%

# Learning schedule, subject to change with notification

**Class 1 | Introduction**

*September 6*

* Welcome
* Introduction to UX
* Website anatomy
* Thumbnails
* set up figma accounts
* **In-class assignment ICA01** Client Thumbnails (Part 1 of 5)

**Class 2 | Prototyping part 1**

*September 13*

* Interaction Design 01

Basics of figma

* color
* typography
* pages
* frames
* shapes
* naming layers
* Introduction to wireframes
* **Assignment due:** ICA01 Client Thumbnails (Part 1 of 5)
* **In-class assignment** ICA02 Client Wireframes (Part 2 of 5)

**Class 3 | Design theory 1**

*September 20*

* Design Theory 1
  + Information Hierarchy
  + elements of design
    - Typography
    - Space & Balance
    - Colour
    - Line & Shape
    - Imagery
* **Assignment due:** ICA02 Client Wireframes (Part 2 of 5)
* **Assigned:** A01 Wireframes

**Class 4 | Design theory 2**

*September 27*

* Design Theory 2
  + CRAP principal
  + Gutenberg readability
  + Gestalt Design theory
* Colour Theory
* Critical thinking in design
* **In-class assignment:** ICA03 Client Website & Branding (Part 3 of 5)

**Class 5 | Prototyping part 2**

*October 4*

* Interaction Design 02
* **Assignment due:** ICA03 Client Website & Branding (Part 3 of 5)
* **Assigned** ICA04 Client Prototypes (Part 4 of 5)

**Class 6 | Web psychology part 1**

*October 11*

* Why do we Click: Aspects of emotion
* Why we click: Reciprocity
* Why we click: Social Validation
* **Assignment due** ICA04 Client Prototypes (Part 4 of 5)
* **Assignment due:** A01 Wireframes (Part One)

**Class 7 | Web psychology part 2**

*October 18*

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

**Class 8 | No class**

*October 25*

* No class, break

**Class 9 | Design for everyone**

*November 1*

* Accessibility and inclusion
* Using and understanding Feedback
* **Assigned** ICA05 Prototype - Evaluation and feedback (Part 5 of 5)

**Class 10 | User research part 1**

*November 8*

* introducing user research
* **Assignment due:** - ICA05 Prototype - Evaluation and feedback

**Class 11 | Design Thinking**

*November 15*

* Design thinking
* **Assignment due:** - A02 Website Re-Design
* **Assigned** A03 Website planning and design

**Class 12 | User centred design**

*November 22*

* Personas
* User journey
* User Testing | Testing and evaluating prototype
* **In-class assignment** Usability Testing Workshop
* **Assignment Due:** Usability Testing Workshop

**Class 13 | Prototyping part 3**

*November 29*

* Design Systems
* Interaction Design 03
* Assigment due ICA05 Prototype - Evaluation and feedback (Part 5 of 5)

**Class 14 | Wrap up**

*December 6*

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

**Class 15 | Evaluation week**

*December 13*

* Evaluation week
* This is the last class
* **Assignment due** Assignment A03 Website planning and design