

WEEKLY SCHEDULE fall 24

(also known as Course Section Information)

# MTM1537 UX Design

# Delivery method: On campus in person

# Interactive Media Management 0300X01FWO Week 11, November 15

## **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-class11-design-thinking

**Additional Reference and Supporting Resources**

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

Better Design With Deep Thinking

What is Design Thinking and Why Is It So Popular?

The Psychology of Design

Designers - Think Big - Ted Talk

# 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