# EXSM 3921: User Interface Design Foundations
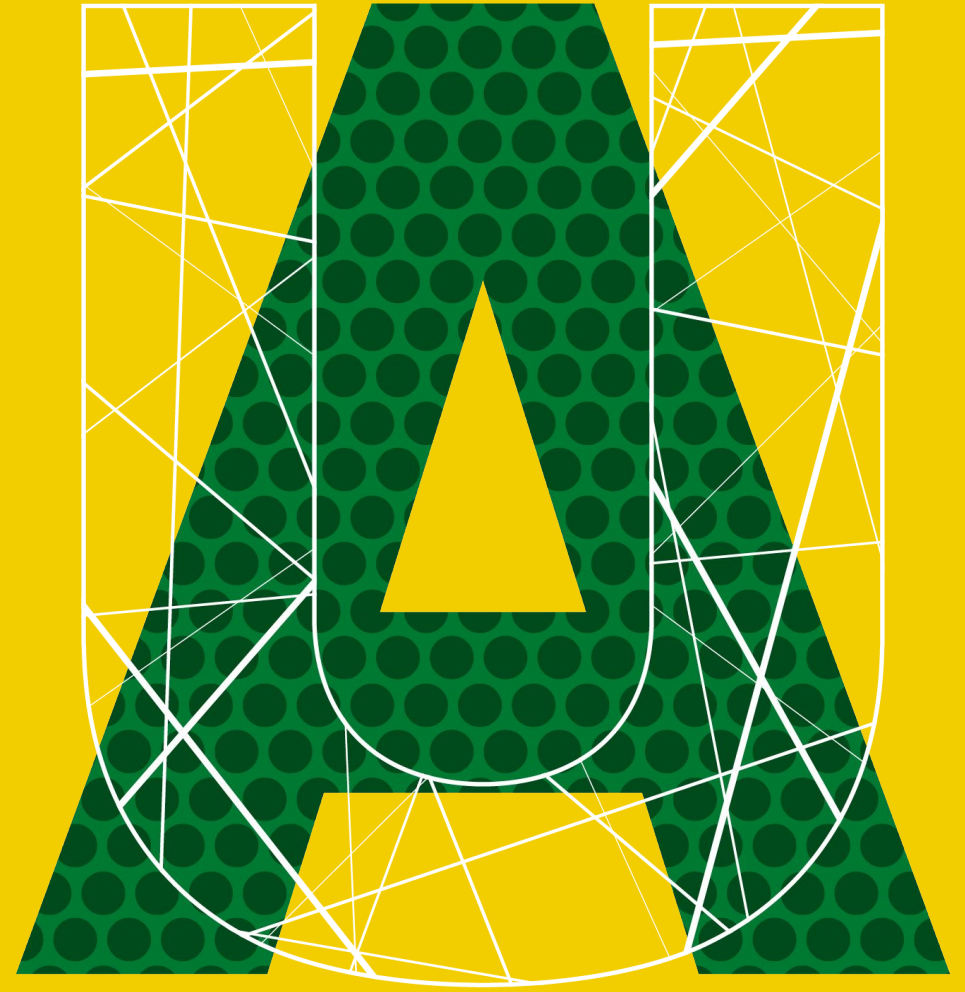
UNIVERSITY OF ALBERTA

# Course Introduction

UNIVERSITY OF ALBERTA

# Welcome!

UNIVERSITY OF ALBERTA

# How to succeed in the course?

We provide the foundational knowledge, support, tools, processes, and structures you require to empower yourself but, to excel, you need to own your learning experience. The core learning principles of this course are carefully chosen and thoughtfully organized to guide and support you in owning your learning journey.

Three core principles underpin all of the learning in this course:

- **Learn:** through self-awareness, self-management, and inquiry
- **Develop:** a fundamental knowledge base and technical skill-set
- **Reflect:** through participation in activities and practical exercises

I would encourage you to maintain a routine and commit a dedicated number of hours every week to study the supporting and reading materials provided in eClass.

# Course Description

The user interface (UI) is the point where your users interact with your website/app. In this course, you will learn the fundamentals of UI design. You'll learn the UI design process including storytelling, sketching, and prototyping, and how the user experiences these on the front end. Understand how data visualization, and web design, impacts branding, visual identity, and accessibility. By the end of this course, you'll be able to articulate the design process and how this influences the user experience

# What you'll learn - (Learning Objectives)

After completing this course, students should be able to:

- Understand UI design basics and the importance of visual design elements such as shape, space, colour, and movement

- Learn the psychology behind typography and select effective fonts for the design

- Learn to craft and consistently apply UI elements in interface design

- Create user interfaces that are not only functional but visually appealing and accessibility compliant

- Understand the fundamentals of web page anatomy.

# Course Structure

There are **7 - modules** - released weekly - in this course. Each module contains topics and sub-topics.

**Module structure:**

- Individual topics will have
    - Videos, Reading Material - slide deck (PDF or PPT)
    - Supporting exercises, videos, guides, or discussions
    - Supporting reads
- Graded Assignments

*This is a tentative overview of the module, not every module will have all the activities. For more detail check the Syllabus uploaded on eClass.*

**TIP:** Complete all previous module topics before moving into the new module.

# Quick How-to complete a module

- Understand the **Learning Outcomes**

- Study the lecture reading material available in the **Core Content** section and/or watch the videos of the lesson/module

- Use the links provided to complete the **required readings**

- Use the links provided to complete the supplementary / optional readings or videos.

- Complete the graded assignment in the **Learning Activities & Graded Assessments** section.

# Grading

| Key Assessments | |
|---|---|
| Module 1 | • **Non Graded - discussion**<br>• **Assignment 1** - **individual** |
| Module 2 | • **Graded discussion**<br>• **Assignment 2 - individual** |
| Module 3 | • **Assignment 3  - Group** |
| Module 4 | • No graded assignment this week |
| Module 5 | • **Graded - discussion**<br>• **Assignment 4  - individual** |
| Module 6 | • **Assignment 5 Part I  - individual** |
| Module 7 | • **Assignment 5 Part II  - individual** |

Please refer to the "Key Course Dates" section in the syllabus for a list of all assessment due dates. All assignment submission deadlines follow Mountain Time (MT) and are listed below.

# Resources

- All course materials (readings and links) will be available through **eClass**.

- Sign up for **Adobe XD design tool** in week - 4 (Module - 4), the free version works perfectly at this stage of learning. You can sign up for a student account if you like. Contact me if you need any supporting documents.

- For each topic, there will be some

  - Required Readings - Must Reads

  - Supplementary (Optional) Readings

I would recommend you to complete the required readings before moving to the next topic as some of the reads builds up understanding for the upcoming topics.
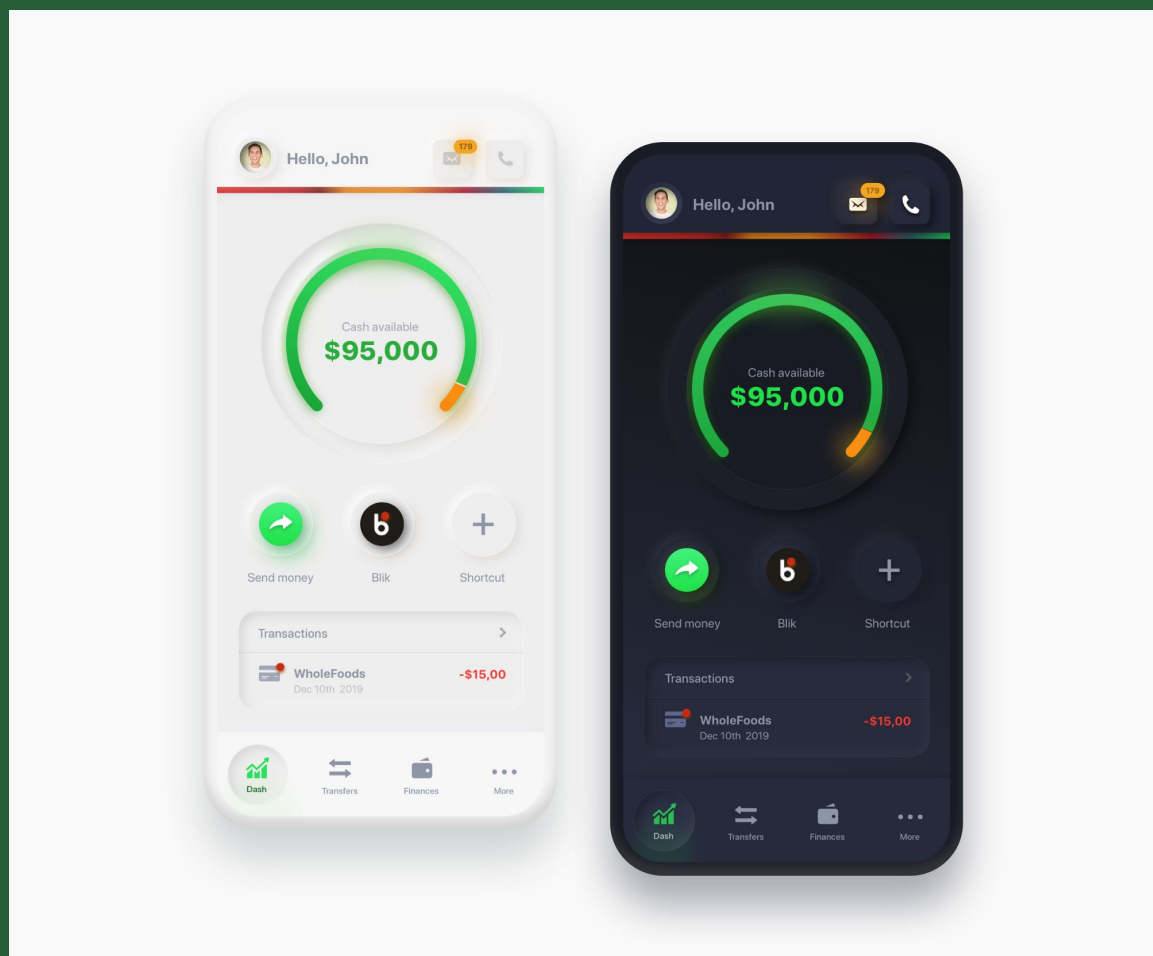
# R U Ready?

# UI = User Interface

User Interface design is an extension of traditional graphic design, UI is a visual language focused on digital design for interfaces such as websites and apps.
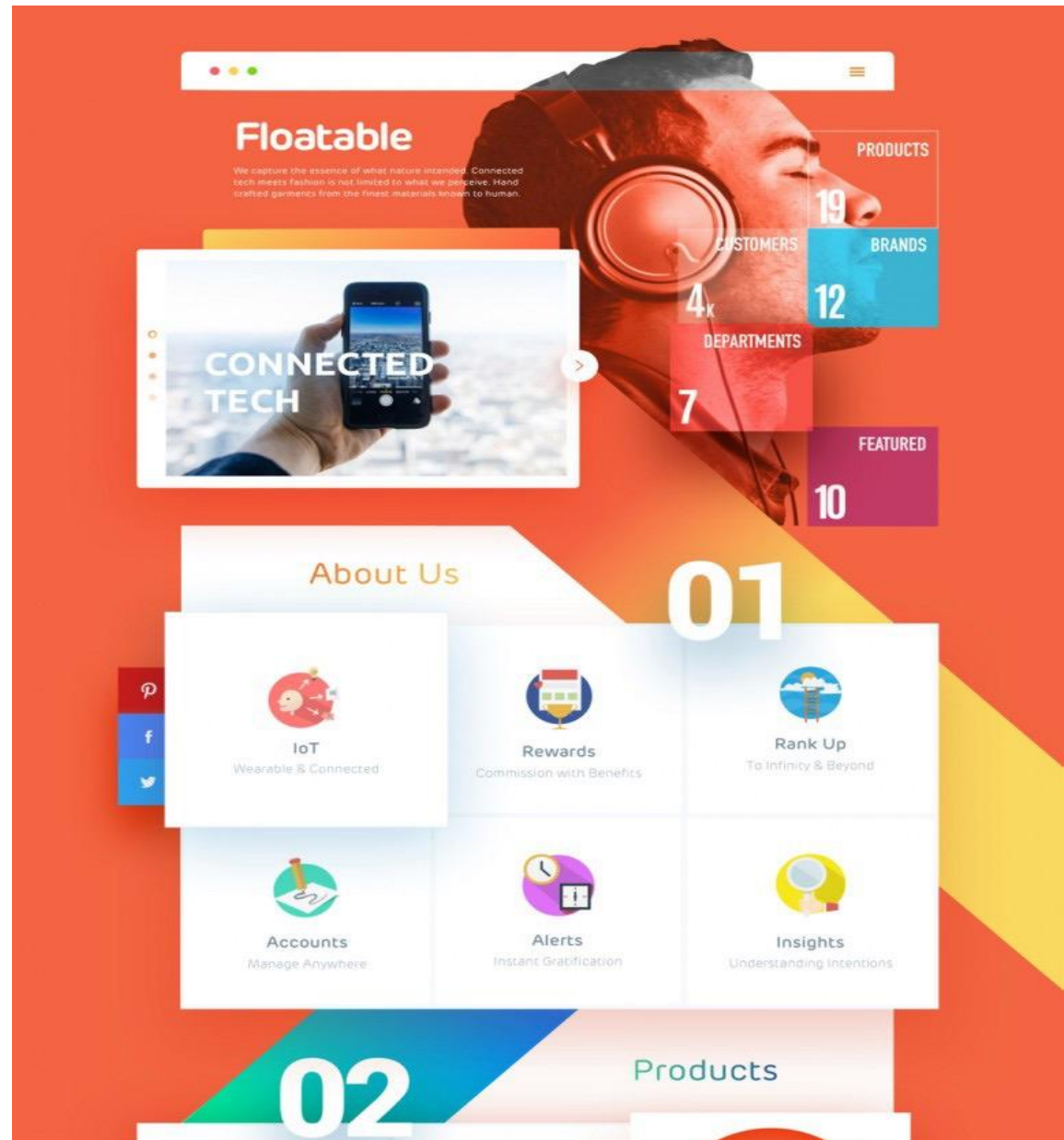
**User interface (UI) design** is the visually guiding process designers use to build interfaces for software or computerized devices, via interactive elements and across all sizes/platforms.

UID has the power to transform a brand's strengths and visual assets to a product's interface to best enhance the user's experience.

In this course, you will learn not only to design but to design successfully. By following along seven modules you will get a strong grip on design components and layouts.

There are a lot of general design theories and principles out there that apply to all forms of design, whether in digital or print mediums. These include things like typography, colours, balance, and scale, as well as more abstract topics like emotion and what makes for "good" design. For instance, Colour theory can often be one of the most intimidating aspects of design. Sure, most of us know what looks good, but do we have any idea why? This course will explore these possibilities and many more.

**Wants to learn more?**

See you at **Module 1: Introduction to UI Design** session on eClass

**Leading with Purpose.**

UNIVERSITY OF ALBERTA