Course Outline

# Course Title:

User Experience Design

# Course Description:

This course is designed to provide Masters Degree Visual Communication Design students with a comprehensive understanding of User Experience (UX) Design. The course will cover the principles, methods, and techniques used in UX design to create effective and engaging digital experiences for users.  
  
The course will begin with an introduction to the fundamentals of UX design, including user research, user personas, user journeys, and information architecture. Students will learn how to conduct user research and analyze data to inform design decisions.  
  
The course will then move on to cover the design process, including wireframing, prototyping, and testing. Students will learn how to create wireframes and prototypes using industry-standard tools and techniques, and how to test and iterate on their designs based on user feedback.  
  
Throughout the course, students will also learn about the importance of accessibility, usability, and user-centered design. They will explore how to design for different devices and platforms, including mobile, desktop, and web.  
  
By the end of the course, students will have a solid understanding of the principles and practices of UX design, and will be able to apply this knowledge to create effective and engaging digital experiences for users. They will have developed a portfolio of UX design work that demonstrates their skills and abilities, and will be well-prepared to pursue careers in UX design or related fields.

# Instructor Name:

Jun Albert Pardillo

# Credit Units:

3

# Target Students:

Masters Degree Visual Communication Design Students

# Total Hours:

54

# Class Hours per Week:

3

# Course Outline:

## Introduction to UX Design

Hours: 6

Fundamentals of UX design, user research, personas, journeys, and information architecture.

## Design Process & Tools

Hours: 15

Wireframing, prototyping, industry-standard tools, and techniques.

## User Research & Analysis

Hours: 12

Conducting user research, analyzing data to inform design decisions.

## Testing & Iteration

Hours: 12

Creating and testing prototypes, iterating based on feedback.

## Accessibility, Usability, and Design for All Platforms

Hours: 9

Designing for accessibility, usability, mobile, desktop, and web platforms.