# Course Outline

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| **Course title: User Experience Design** | **Instructor name: Jun Albert Pardillo** |
| **Credit units: 3** | **Total hours: 54** |

## 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.

## Course Learning Outcomes (CLOs)

* Understand and apply the fundamentals of UX design, including user research, personas, journeys, and information architecture.
* Conduct effective user research and utilize data to inform and validate design decisions.
* Develop wireframes and prototypes using industry-standard tools and techniques.
* Implement testing and iteration processes based on user feedback to refine designs.
* Design with a focus on accessibility, usability, and user-centered principles across various devices and platforms.
* Build a comprehensive portfolio demonstrating UX design skills and knowledge.

## Topics / Modules and Intended Learning Outcomes

1. Fundamentals of UX Design

* Explain the core principles of UX design, including the importance of user research and user-centered design.
* Identify and create user personas and journeys to guide design decisions.

1. User Research in UX Design

* Conduct effective user research using various methods, including focus groups and cultural probes.
* Analyze and apply user research findings to inform design strategies.

1. Wireframing and Prototyping

* Create wireframes as low-fidelity representations of design concepts.
* Develop interactive prototypes using tools such as Figma for user testing.

1. UX Design Testing and Iteration

* Implement user testing sessions to gather feedback on prototypes.
* Apply iterative design thinking methodologies to refine UX designs based on user feedback.

1. Accessibility and Usability in UX Design

* Assess and enhance the usability and accessibility of digital products for a diverse range of users.
* Apply participatory and universal design principles to ensure inclusive user experiences.

## Weekly Activities

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| **Week No.** | **Topic** | **Activity Description** | **Expected Output** | **Assessment Tools** |
| Week 1 | **Introduction to User Experience Design** | Lecture on the history and importance of UX design. Introduction to course structure and objectives. | Students will understand the course objectives and the fundamental importance of UX design. | Class participation |
| Week 2-3 | **Fundamentals of UX Design** | Interactive sessions on UX principles, user research, and creating user personas and journeys. Begin group projects to apply these concepts. | Creation of user personas and user journeys for a hypothetical project. | Group project presentations |
| Week 4-5 | **User Research in UX Design** | Workshops on conducting user research using various methods. Analysis of user research data to inform design decisions. | Detailed user research report for the ongoing group project. | User research report |
| Week 6-8 | **Wireframing and Prototyping** | Hands-on training in creating wireframes and prototypes using tools like Figma. Continuous development of group project. | Wireframes and prototypes for the group project. | Prototype demonstration and critique |
| Week 9-11 | **UX Design Testing and Iteration** | Conducting user testing sessions for prototypes. Learning iterative design thinking methodologies. | Revised prototypes based on user feedback. | Presentation of iterative design process and outcomes |
| Week 12-14 | **Accessibility and Usability in UX Design** | Lectures and workshops on making digital products accessible and usable. Application of principles to group project. | Incorporation of accessibility and usability features into final project designs. | Project update presentation |
| Week 15-17 | **Finalizing Projects** | Final development phase for group projects. Preparing for final presentation and portfolio compilation. | Completion of UX design projects, ready for presentation. Compiled portfolio of design work. | Final project presentation and portfolio review |
| Week 18 | **Course Wrap-Up and Reflection** | Final presentations of group projects. Course reflection and feedback session. | Presentation of final UX design projects. Reflection on learning outcomes and course feedback. | Group project presentation, individual reflective essays |

## References

*Chemerys, H., Demirbilek, M., Bryantseva, H., & others. (2022). Fundamentals of UX/UI design in professional preparation of the future bachelor of computer science.*  
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*Krueger, A.E., Pollmann, K., Fronemann, N., & others. (2020). Guided user research methods for experience design—a new approach to focus groups and cultural probes.*  
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*Tanaka, S. (2021). User Experience Design: Analyzing Principles and Practices of User Experience (UX) Design for Creating Intuitive, Engaging, and Accessible Interactive Systems.*  
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Link: https://itijournal.org/index.php/ITIJ/article/view/4

*Sauer, J., Sonderegger, A., Schmutz, S., & others. (2020). Usability, user experience and accessibility: towards an integrative model.*  
Link: https://www.tandfonline.com/doi/abs/10.1080/00140139.2020.1774080