

## Manual UI/UX Design

### Term 1.3

*Course Manual study year 2022/2023*

*Bachelor Creative Media and Game Technologies (CMGT)  
School of Creative Technology*



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Version 2.1  
Module coordinator Tim Roosen (TRO02)  
Lecturers Mark Boerrigter (MBO51), Iain Douglas (IDO05), Alejandro Moreno (AMO02), Herman Paassen (HPA01), Johannes de Boer (JBO18)  
CMGT roles All

## 1 General overview

Module Name	UI / UX Design
Unit code	L.24216
Year and Term	1.3
CMGT roles	All
Credits	3 ECTS
Lessons	6 * 6 = 36 hours
Study load	84 hours
Responsible lecturer	Tim Roosen (TRO02)
Lesson structure	2 hours lecture, 4 hours labs
Module summary	The student properly applies basic principles of UI and UX in the development of interactive prototypes.
Industry relevance	Any system that requires user input needs to be designed with proper UI and UX principles to make sure it is easy to learn, easy to use, efficient, and that it solves the problem the user has.
Type of exam	Presentation
Exam code	T.50244
CMGT Competencies	<ul style="list-style-type: none"> <li>• Competence 2 (Designing and prototyping)</li> <li>• Competence 3 (Testing and implementing)</li> <li>• Competence 4 (Researching and analyzing)</li> <li>• Competence 6 (Designing)</li> <li>• Competence 9 (Working in projects)</li> <li>• Competence 10 (Communicating)</li> <li>• Competence 12 (Responsibility)</li> </ul>
Required prior knowledge and skills/conditions for enrolment	<ul style="list-style-type: none"> <li>• Basic knowledge/understanding of Design Thinking</li> <li>• Basic understanding of Gestalt</li> </ul>
Preparatory for:	Future CMGT projects and courses.

## **2 Why this module?**

In today's fast-paced world, people seek services and experiences that are quick, concise, and enjoyable to use. With so many devices and services competing for our attention, users are likely to move on to the next option if a system is difficult to use or does not meet their needs. This is where the field of User Interface/User Experience (UI/UX) comes into play. UI/UX focuses on how users interact with a system to improve its usability and make it more appealing to the user.

This module provides an introduction to the fundamentals of designing interfaces for existing systems. By utilizing different design principles, students will learn how to create interfaces that are not only visually appealing but also highly functional and easy to use. Through the use of these principles, students will be able to create interfaces that are engaging and enjoyable for users, thus improving the overall user experience.

### **2.1 What happens in the labs and lectures?**

Students will learn theories related to UI/UX topics in each lecture. In the labs, the students will be working towards building two different interactive prototypes.

### **2.2 How does this module relate to other modules in the CMGT study program?**

This module has a relationship with the Design Thinking module. Students continue working on an iterative design process. Next, students continue applying knowledge on testing (Design Thinking phase 5) in practice.

## **3 What are you going to learn in this module (learning objectives)?**

After this module:

1. the student can determine the usability requirements of an interactive media product for different contexts. (Competence 4)
2. the student can develop an interactive proof of concept with an appropriate prototyping tool for different contexts. (Competence 10)
3. the student can substantiate design decisions based on UI/UX theory. (Competence 12)
4. the student can conduct a usability self-assessment. (Competence 3)
5. the student can give recommendations for improving the UI/UX based on self-assessment or peer-reviews. (Competence 4)
6. the student can apply a design thinking approach in the development of interactive proof of concepts. (Competence 9)

## **4 Which resources do you need?**

Lectures and labs (available on Blackboard), Laptop, paper, pen, prototype software.

## 5 What does the schedule of this module look like?

On Blackboard, you'll find the course content and a detailed course overview.

week	Lecture/Lab	Topic(s)
3.3	Lecture	Lecture by Herman Paassen and Tim Roosen. Kick-off and general introduction of UI/UX and Interaction Design Principles.
3.3	Lab	Students analyze the UI/UX quality of a website. Students determine the design requirements. Students start sketching a homepage and subpage.
3.4	Lecture	Lecture by Herman Paassen. Follow-up on the introduction of UI/UX principles. Special attention is given to the layout of a website. Covering topics: grid, font-types, color, buttons, etc.
3.4	Lab	Designing home- and subpage in a digital tool. Justifying design choices.
3.5	Lecture	Lecture by Tim Roosen. Heuristic evaluation of websites.
3.5	Lab	Conduct a heuristic evaluation on the final prototype.
3.6	Lecture	Lecture by Ian Douglas. Introduction of Game UI / UX
3.6	Lab	Students collect screenshots of reference games and conduct a self-assessment. Students design a first sketch of a HUD.
3.7	Lecture	Lecture by Ian Douglas. Follow-up on Game UI/UX.
3.7	Lab	Students design HUD solutions in a digital tool.
3.8	Lecture	No lecture, open consultation during lecture time.
3.8	Lab	Students finish their digital prototype of a HUD.
3.9	Assessment	Upload the process report and video presentation of prototypes.

## **6 How is this module assessed?**

### **6.1 Assessment**

Students design an improved user interface for a website and a game in this module. The students design a digital interactive prototype (medium fidelity) to improve the user interfaces as a final solution. The students are assessed on the extent to which the student has been able to apply the UI/UX theory in the interactive prototype.

The students are working on two assignments:

#### **Assignment 1. Web UI:**

The student makes a redesign of the user interface of a website of their choice. The student uses prototype tools such as Adobe XD, Figma, InVision, Marvel, Axure, or Sketch to create an interactive prototype. The student tests the prototype by applying (usability) self-assessment tests. In a report, they substantiate their design decisions.

#### **Assignment 2. Game UI:**

The student makes a redesign of the HUD of a first-person shooter game of their choice. The student uses prototype tools such as Adobe XD, Figma, InVision, Marvel, Axure, or Sketch to create an interactive prototype. The student tests the prototype by applying (usability) self-assessment tests. In a report, they substantiate their design decisions.

The module will be assessed through a process report and video presentation.

At the latest, a report and video must be uploaded to Blackboard by week 3.9, Wednesday 19 April 2023.

### **6.2 Procedure**

To be able/be allowed to participate in the exam, you don't have to register in advance through Bison.

### **6.3 Criteria & Assessment form**

See 8. Rubric

### **6.4 Re-sit**

The re-sit will take place in either week 4.9 or 4.10.

## 7 Who are the contact persons for this module?

### Module coordinator:

Tim Roosen     [t.p.roosen@saxion.nl](mailto:t.p.roosen@saxion.nl)

### Lecturers and lab teachers:

Iain Douglas (IDO05)	Alejandro Moreno (AMO02)
Herman Paasen (HPA01)	Tim Roosen (TRO02)
Mark Boerrigter (MBO51)	Johannes de Boer (JBO18)
Taco van Loon	

## 8 Rubric

Note: the rubrics are used to determine your grade and are visible in Blackboard under 'Grades and Feedback' → 'View rubrics.'

Rubric UI/UX Advanced				
<p><b>Preconditions:</b></p> <p>Before you can receive your final assessment, please make sure you have met the following preconditions:</p> <ul style="list-style-type: none"> <li>Your process report is uploaded in PDF format to Blackboard.</li> <li>A video of both interactive prototypes, with a maximum duration of 5 minutes and including voice-over, has been uploaded to video.saxion.nl.</li> <li>The URL of the video is shared on Blackboard and is accessible to the teacher for grading.</li> </ul> <p>If you don't meet the above preconditions, you will not be assessed and fail the course.</p> <p><b>Calculation of the grade:</b>            Process report (weight 30%) + Video (weight 70%) = Final grade (100%)            Pass mark: 60%</p>				
1. Process report (Weight 30%)				
	Insufficient 0%	Sufficient 60%	Good 80%	Excellent 100%
<b>1.1 Research and analysis</b>	The report is incomplete and/or contains many errors, indicating a lack of effort or understanding of the assignments.	The report is complete and contains all required assignments, but lacks thoroughness and/or attention to detail.	The report is complete, thorough, and well-organized, with attention to detail and clear justifications for design choices.	The report is exceptional in all regards, demonstrating a deep understanding of the material and an ability to apply it effectively in a variety of contexts.
2. Video part 1 of 2 – Website (Weight 35%)				
	Insufficient 0%	Sufficient 60%	Good 80%	Excellent 100%
<b>2.1 Layout and design</b> Weight: 20%	The layout and design are not visually appealing and do not effectively convey the purpose of the website.	The layout and design are adequate, but improvements could be made to enhance user experience and engagement.	The layout and design are visually appealing and effectively convey the purpose of the website.	The layout and design are outstanding, engaging, and effectively convey the purpose of the website.
<b>2.2 Interactivity</b> Weight: 20%	The website lacks interactive elements or the interactive elements are not effective.	The website contains some interactive elements, but they could be improved for better engagement and usability.	The interactive elements of the website are effective and contribute to a positive user experience.	The interactive elements of the website are outstanding and greatly enhance user engagement and usability.
<b>2.3 Usability</b> Weight: 20%	The website is difficult to navigate,	The website is usable, but could be improved.	The website is easy to navigate, understand,	The website is exceptional in terms of

	understand, or use. Sufficient	for better user experience.	and use, resulting in a positive user experience.	usability, providing a seamless and enjoyable user experience.
<b>2.4 Justification</b> Weight: 40%	The student fails to adequately justify their design choices or does not incorporate relevant UI/UX principles.	The student provides a basic justification for their design choices, but some principles are missing or unclear.	The student demonstrates a good understanding of UI/UX principles and justifies their design choices based on these principles.	The student shows an exceptional understanding of UI/UX principles and expertly justifies their design choices based on these principles.
<b>3. Video part 2 of 2 – Game HUD (Weight 35%)</b>				
	<b>Insufficient 0%</b>	<b>Sufficient 60%</b>	<b>Good 80%</b>	<b>Excellent 100%</b>
<b>3.1 Layout and design</b> Weight: 20%	The layout and design are not visually appealing and do not effectively convey the purpose of the HUD	The layout and design are adequate, but improvements could be made to enhance user experience and engagement	The layout and design are visually appealing and effectively convey the purpose of the HUD.	The layout and design are outstanding, engaging, and effectively convey the purpose of the HUD.
<b>3.2 Interactivity</b> Weight: 20%	The HUD lacks interactive elements or the interactive elements are not effective.	The HUD contains some interactive elements, but they could be improved for better engagement and usability.	The interactive elements of the HUD are effective and contribute to a positive user experience.	The interactive elements of the HUD are outstanding and greatly enhance user engagement and usability.
<b>3.3 Usability</b> Weight: 20%	The HUD is difficult to navigate, understand, or use.	The HUD is usable, but could be improved for better user experience.	The HUD is easy to navigate, understand, and use, resulting in a positive user experience.	The HUD is exceptional in terms of usability, providing a seamless and enjoyable user experience.
<b>3.4 Justification</b> Weight: 40%	The student fails to adequately justify their design choices or does not incorporate relevant UI/UX principles.	The student provides a basic justification for their design choices, but some principles are missing or unclear.	The student demonstrates a good understanding of UI/UX principles and justifies their design choices based on these principles.	The student shows an exceptional understanding of UI/UX principles and expertly justifies their design choices based on these principles.



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