**User Experience Immersive - Subject/Module Outline**

**Subject Title**: **Unit 1 - Intro to UX Design and Design Thinking**

***Subject Description:***

This unit introduces students the to the methodologies and applications of user experience design in the context of digital application design. Students are also introduced to design thinking as an organizational framework and method for identifying human-centred design opportunities in the design of digital products and applications. The unit involves a crash course introduction to the design sprint process that is studied in detail over the next 3 units.

***Time allotment:*** *30/400*

***Teaching Method:***

The teaching method for this unit follows educator lectures with a team-based, ‘Design Sprint’ which requires students to apply the principles of design thinking and user experience design to a design challenge established.

***Location:*** Classroom/Design Studio

***Method of evaluation:***

Students are evaluated by their team’s ability to work collaboratively and by demonstrating their understanding of Design Thinking, and UX Design within the design sprint process. Groups are expected to present and share their user-tested prototypes which are evaluated according to their usability, desirability and feasibility.

50% Labs completion | 25% Lecture participation | 25% Project completion

### Competency:

Competency Type Code: Knowledge

Core Competency: Design Sprint Process

Objective: Experience a high level of the entire design sprint process before studying each part in detail over the next 3 units.

Competency Type Code: Skill

Core Competency: Design Sprint Tasks

Objective: Attempt the various parts of the design sprint with personal interpretation of how to do the various parts before studying the industry methodologies that optimize the process.

**Modules:**

* Introduction to UX Design = 2 = 6%
* History of UX Design = 1
* Disciplines of UX Design = 0.5
* UX Professions = 0.5
* Human centred design = 2 = 6%
  + Mindsets and Methods = 1
  + Case Study = 1
* Design thinking = 2 = 6%
  + Mindsets and Methods =1
  + Case Study =1
* Research and Interviews = 6 = 20%

Conducting Research =3

How to Conduct Interviews =3

* Ideation = 6 = 20%

Concept Development =2

Inspiration gathering =2

Storyboarding =2

* Prototyping = 4 = 13%
  + Asset Collection =0.5
  + Writing development 0.5
  + Requirement gathering 0.5
  + Prototype assembly 1.5
* Wireframe development = 3 = 10%
  + Introduction to Wireframing = 1.0
  + Wireframe development = 2.0
* Review and Presentations = 5 = 16%
  + Review work and unit = 2.0
  + Team Presentations = 3.0

**Subject Title: Unit 2 - UX Research & Strategy**

**Subject Description:**

This unit introduces students to the research methods used at all stages of software design and development, as it relates to creating human-centred software solutions. Students are introduced to a diverse range of user experience research methods and are given the opportunity to practice them.

This unit also introduces students to the role UX plays in a project and organizational level, and expose students to various canvases and frameworks that are used to create the foundation and market opportunities for a software solution. Roman Picheler’s product vision and product canvas are explored, in addition to Strategyzer’s Value Proposition Design.

***Time allotment:*** *40/400*

***Teaching Method:***

Students are introduced to user experience design research methods through a lecture format. They are given the opportunity to explore and practice various teaching methods in the classroom with their peers.

Students are introduced to various product vision and product canvas examples and are given templates they are expected to consider as they begin to develop their digital products.

***Location:*** Classroom/Design Studio

***Method of evaluation:***

Students are required to create a research proposal, which serves as the primary means by which students are evaluated. Their research proposal is an outline of the various methods, questions, hypotheses and assumptions students must make explicit, and will be evaluated on its level of completion, relevance, and thoroughness.

50% Labs completion | 25% Lecture participation | 25% Project completion

### Competency:

Competency Type Code: Knowledge

Core Competency: User Influence on product design and development

Objective: Appreciating the need and influence of user perspective in the product lifecycle

Competency Type Code: Skill

Core Competency: Techniques and tools for optimizing user feedback

Objective: Learn how to gather and analyze a hierarchy of user needs using modern industry techniques and tools that optimize the product lifecycle.

**Subject Topics:**

* Project Ideation = 8 = 20%
  + Ux Strategy - 3
  + Product Vision - 0.5
  + Value Proposition - 3
  + Business Canvas - 1.5
* User Research = 8 = 20%
  + Research Methods - 3
  + Interviews - 3
  + Assumptions & Hypothesis testing - 2
* Mapping = 8 = 20%
  + Experience Mapping -4
  + Empathy Mapping - 4
* Information Architecture & User Stories = 8 = 20%
  + User Stories - 4
  + Information Architecture - 4
* Product Management = 8 = 20%
  + Project Lifecycle - 1
  + Strategy - 2
  + Workflows - 3
  + Scrum -2

**Subject Title: Unit 3 - Wireframing**

**Subject Description:**

Wireframing as a professional practice is introduced to students as an important first phase in the process of creating digital applications. Through wireframe design, students learn the process of translating an application’s functional requirements from sketches into digital artifacts that can be introduced and tested with users. Students are then given an overview of the Sketch Software workspace, and will learn how to use the tool’s canvas, toolbar, navigator, and inspector. Students will also be introduced to several workflow enhancing ‘plug-ins’ which extend the capabilities of Sketch as it’s used to design digital interfaces.

***Time allotment:*** *40/400*

***Teaching Method:***

Students are introduced to wireframing through lecture, and guided discovery. Upon developing an understanding of wireframing as a professional practice and the various wireframing tools available to designers, students apply their knowledge using Sketch to create digital wireframes for their major project.

***Location:*** Classroom/Design Studio

***Method of evaluation:***

A series of controlled activities, and challenges are given to students, and they are given ample time and space to develop their understanding of the programs core functionality and capabilities. Educators support learning as mentors, answering questions students have about Sketch and wireframing practices.

50% Labs completion | 25% Lecture participation | 25% Project completion

Competency Type Code: Knowledge

Core Competency: Software and Design Skills

Objective: Proper process and approach for effective wireframing

Competency Type Code: Skill

Core Competency: How to use sketch

Objective: Using a modern industry tool for Wireframe and UI development.

Subject Topics:

* App Design = 10 = 25%
  + Application devices - 4
  + Responsive Design - 2
  + UI Inspiration - 4
* Sketching Wireframes = 10 = 25%
  + Wireframes - 4
  + Concept Sketching & Refinement - 2
  + Peer Review - 4
* Sketch: Software = 20 = 50%
  + Software introduction - 2
  + Keyframes - 1
  + Exporting & Plugins - 2
  + Designing Wireframes - 10
  + Frontend Web Development Introduction - 5

**Subject Title: Unit 4 - Prototyping**

***Subject Description:***

Prototyping is introduced to students as a key component of design thinking, and essential step in the process of testing and refining a digital interface. Students will learn how to stitch their static designs into a compelling, interactive prototype that can be used to test and get feedback from users. After creating their digital prototypes using Sketch and InVision, students will learn how to conduct usability tests. Students will learn how to author and deliver a clear usability test script through the creation of scenarios and specific tasks. While conducting usability testing, students will practice the skill of user observation, and will measure an individual’s ability to complete various tasks related to their digital products.

***Time allotment:*** *40/400*

***Teaching Method:***

Students are introduced to Usability testing as a professional practice with the realm of software design and development. They are shown demonstrations of recorded usability tests and are given the opportunity to practice user testing with their classmates. Students are expected to document and systematize the findings from their usability tests, and make changes to their designs based on user generated feedback.

***Location:***Classroom/Design Studio

***Method of evaluation:***

50% Labs completion | 25% Lecture participation | 25% Project completion

Competency Type Code: Knowledge

Core Competency: Prototype development process

Objective: Implementing user testing and wireframing into the prototype development process

Competency Type Code: Skill

Core Competency: Using Prototyping and Invision

Objective: Using a modern industry tool for Wireframe and UI development.

Subject Topics:

* Prototyping and Invision = 6 = 15%
  + Prototyping - 2.5
  + Invision - 3.5
* User Testing = 30 = 75%
  + User Testing Process and Practices = 20
  + Heuristics - 3
  + Revisions - 7
* Front End Web Development = 4 = 10%
  + HTML - 2
  + CSS - 2

**Subject Title: Unit 5 - Design Sprint II**

***Subject Description:***

After gaining core competencies in the fundamental elements of User experience, wireframing, and prototyping, students will repeat the Design Sprint process from Unit 1. Students are expected to apply their now detailed knowledge of the design sprint process to build a portfolio piece they will present to class.

***Time allotment:*** *50/400*

***Teaching Method:***

Students will spend the entirety of the unit working in class on their project with the assistance of the educators.

***Location:***Design Studio/classroom

***Method of evaluation:***

Design Sprint completion and end of week presentation

100% Project completion

Subject Topics:

* Design Sprint Review from Unit 1

**Subject Title: Unit 6 - Design Fundamentals**

***Subject Description:***

Students are introduced to the subject of interface design within the context of digital product and web design. Students will explore the patterns, trends, and best practices used by design professionals in the creation of digital applications and interfaces. Typography, colour, grid systems, and user interface elements are explored.

***Time allotment:*** *40/400*

***Teaching Method:***

Students are introduced to the principles of user interface design through lecture, discussion, and guided discovery. As part of their major project, students are expected to explore and research the user interfaces of industry leading applications and products.

***Location:***Classroom/Design Studio

***Method of evaluation:***

Application of completed design prototypes and case study critiques

50% Labs completion | 25% Lecture participation | 25% Project completion

Competency Type Code: Knowledge

Core Competency: Modern Design Paradigms

Objective: Understanding the guiding philosophies of modern typography, colour theory application, and responsive grid design layouts

Competency Type Code: Skill

Core Competency: Creating of logos and responsive interfaces

Objective: Demonstrate understanding through application and creation

Subject Topics:

* Colour & Typography - 10 = 25%
  + History - 2
  + Best Practices - 2
  + Typography Anatomy - 3
  + Colour Theory - 3
* Logo Design - 10 = 25%
  + Flat Design - 5
  + Form Design -5
* Grids - 6 = 15%
  + Grid Theory - 3
  + Sketch UI - 2
  + Applications - 1
* Case Studies = 14 = 35%
  + Mobile App Redesign Case Study : Music Player - 8
  + Mobile App Redesign Case Study : Shop - 6

**Subject Title: Unit 7 - App Design**

***Subject Description:***

Students will be introduced to the practice of designing native mobile applications for iOS and Android operating systems. They will explore the user interface components within Google’s Material design and Apple’s human interface guidelines (HIG). Students will develop an appreciation for the native gestural capabilities, features and interactivity of both Android and iOS.

***Time allotment:*** *40/400*

***Teaching Method:***

Application design is taught to students through lecture, and case study analysis. After exploring the differences and similarities between iOS and Android, students will research mobile user experience principles by developing an understanding of the capabilities and limitations of mobile devices.

***Location:*** Classroom/Design Studio

***Method of evaluation:***

Competency Type Code: Knowledge

Core Competency: Construction of Modern Web/Mobile Applications

Objective: Understanding the process used to design application prototyping and the modalities the content is displayed on

Competency Type Code: Skill

Core Competency: Using Sketch and Invision to build an application prototype

Objective: Use available UI libraries in core software applications taught to create functional prototypes of applications that are ready to be shipped to development

50% Labs completion | 25% Lecture participation | 25% Project completion

Subject Topics:

* UI Libraries = 3 = 1%
  + Research and Investigation - 1
  + Export and Sketch Integration - 2
* App Design = 15 = 37%
  + Design studio - 5
  + Material Design - 3
  + HIG - 3
  + App Sketching/Wireframing -4
* App Prototyping = 15 = 37%
  + Invision Layering -3
  + Device Installation -4
  + Prototype Development - 8
* App Iconography = 7 = 17%
  + Mobile Icon Design - 3
  + Icon Library Development - 4

**Subject Title: Unit 8 - Final Project - Desktop Sites**

**Subject Description:**

As a core component of the course, students will be introduced to the phenomenon of website design. Students will learn the differences between native application design, responsive website design, and mobile website design, and will learn how to research, sketch and design responsive marketing websites for their digital products.

***Time allotment:*** *40/400*

***Teaching Method:***

Students are also introduced to website design through lecture and guided discovery. Educators introduce students to several examples of highly usable, functional and aesthetically clean and minimalist websites. Students will be expected to design a responsive marketing website that showcases their digital products.

***Location:*** Classroom/Design Studio

***Method of evaluation:***

Practical application of all skills taught in course to build a complete Mobile site prototype. Project serves as a portfolio piece

Competency Type Code: Knowledge

Core Competency: Application of skills

Objective: Demonstrate understanding of course skills

Competency Type Code: Skill

Core Competency: Practice

Objective: Apply course skills

50% Labs completion | 25% Lecture participation | 25% Project completion

Subject Topics:

* Wireframing - 15 = 37%
* Prototyping - 15 = 37%
* Designs -10 = 25%

**Subject Title: Unit 9 - Final Project - Mobile Site**

**Subject Description:**

Students are also introduced to the practice of motion design and animation. Students will explore the subtlety and nuance of motion design within the context of digital application design.

***Time allotment:*** *40/400*

***Teaching Method:***

***Location:*** Classroom/Design Studio

***Method of evaluation:***

The primary teaching methods for this topic are lecture and guided discovery. Students are introduced to motion design through lecture, and the class explores various examples of compelling key-frame animation and motion design. Students are given a walk-through of adobe after effects, and are shown how to design a simple animation through educator demonstration followed by guided discovery.

Practical application of all skills taught in course to build a complete Mobile site prototype. Project serves as a portfolio piece

Competency Type Code: Knowledge

Core Competency: Application of skills + introduction of motion design

Objective: Demonstrate understanding of course skills and introduction to motion design

Competency Type Code: Skill

Core Competency: Practice

Objective: Apply course skills

50% Labs completion | 25% Lecture participation | 25% Project completion

Subject Topics:

* Motion Design - 10
  + Introduction to animation - 2
  + Adobe After Effects - 6
  + Web Animations - 2
* Wireframes - 10
* Prototyping - 10
* Designs - 10

**Subject Title: Unit 10 - Professional Development**

**Subject Description:**

As part of their ongoing development as designers, students will be given the time and space to develop their professional presence on the web through the design and implementation of a portfolio. Students will also be given several opportunities to practice their presentation skills by pitching their digital products to their peers and educators.

***Time allotment:*** *40/400*

***Teaching Method:***

Educators introduce students to a curated list of blogs, books, websites and designs to follow and subscribe to.

***Location:*** Classroom/Design Studio

***Method of evaluation:***

One on one sessions with educators and peer reviews

Competency Type Code: Knowledge

Core Competency: Career Preparation

Objective: Understand what modern employers are look at for prospective User experience and interface design candidates.

Competency Type Code: Skill

Core Competency:Competency Demonstration

Objective: How to show employers all available set of skills through different mediums (web, resume, in person)

50% Labs completion | 25% Lecture participation | 25% Project completion

Subject Topics:

* Mock Interviews -10 = 25%
* Portfolio Prep -15 = 37%
  + Resume Building - 10
  + Online Presence - 5
* Presentations - 15 = 37%