

Las Positas College
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Course Outline for GDDM 4

USER INTERFACE AND USER EXPERIENCE DESIGN

Effective: Spring 2018

I. CATALOG DESCRIPTION:

GDDM 4 — USER INTERFACE AND USER EXPERIENCE DESIGN — 3.00 units

In this course students are introduced to the fields of User Experience Design and Interface Design. Key topics covered in this course are interaction design, mobile and desktop interface design, information architecture, user research, as well as UX planning documents such as wireframes and personas. Students learn many of the principles, processes, and techniques used to develop effective user interfaces.

1.50 Units Lecture 1.50 Units Lab

Grading Methods:

Letter or P/NP

Discipline:

- Graphic Arts

	MIN
Lecture Hours:	27.00
Lab Hours:	81.00
Total Hours:	108.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- Generate documents related to User Experience Design such as wireframes and personas.
- Identify, discuss and apply the basic principles of information architecture.
- Develop interfaces for various device types by following standard User Experience Design principles and techniques.
- Identify, discuss and apply basic design principles as they apply to multimedia.

V. CONTENT:

- User Experience Design
 - UX Design Phases
 - User Research
 - Task Analysis
 - Personas
 - User Scenarios
 - Flowcharts
 - Information Architecture
 - Navigation
 - Wireframes
 - Prototyping
 - Usability Testing
- Interface Design
 - Desktop Interface Design
 - Mobile Interface Design
 - Designing for different platforms and devices
 - Interaction Design
 - Non-linear Interactivity
 - Consistency
 - Feedback
 - Learnability
 - Clarity
 - Predictability
 - Visibility
 - Intuitiveness
- Iconography
- Usability
- Screen Architecture

F. Design Principles related to interface design

1. Unity
2. Contrast
3. Eye-movement
4. Visual Weight
5. Balance
6. Gestalt
7. Color
8. Visual Hierarchy

VI. METHODS OF INSTRUCTION:

- A. **Lab** -
- B. **Lecture** -
- C. **Classroom Activity** -
- D. **Discussion** -
- E. **Research** -

VII. TYPICAL ASSIGNMENTS:

- A. User Experience
 1. Conduct user research
 2. Create documents used in user experience design
 - a. Wireframes
 - b. User scenarios
 - c. Personas
 - d. Flowcharts
- B. Information Architecture
 1. Analyze the site structure of existing website
 2. Use planning tools to explore information organization
 3. Develop the information architecture for a website or application
- C. Practice Interface Design
 1. Create comprehensives showing page architecture and design
 2. Design an interface for a website
 3. Design the interface for a mobile application
 4. Design an icon
 5. Evaluate the usability of a website or application

VIII. EVALUATION:

- A. **Methods**
 1. Research Projects
 2. Oral Presentation
 3. Projects
 4. Class Participation
 5. Class Work
- B. **Frequency**
 1. Research Project - 2-3 User testing
 2. Oral presentation - 2-3 times. present research finding
 3. Projects - 2-3 Major projects
 4. Class participation - weekly
 5. Class work - weekly

IX. TYPICAL TEXTS:

1. Unger, Russ. *A Project Guide to UX Design: For User experience designer in the field or in the making*. 2 ed., New Rider, 2012.
2. Krug, Steve. *Don't Make Me Think, Revisited: A common Sense Approach to Web Usability*. 3 ed., New Riders, 2014.
3. Norman, Don. *The Design of Everyday Things: Revised and Expanded Edition*. 1 ed., Basic Books, 2013.
4. Pannafino, James. *Interdisciplinary Interaction Design*. 1 ed., Assiduous Publishing, 2012.
5. Platt, David. *The Joy of UX: User Experience and Interactive Design for Developers (Usability)*. 1st Edition ed., Addison-Wesley Professional, 2016.
6. Sauro, Jeff, and James Lewis. *Quantifying the User Experience*. 2 ed., O'Reilly, 2017.
7. Rosenzweig, Elizabeth. *Successful User Experience: Strategies and Roadmaps*. 1 ed., Elsevier / Morgan Kaufmann, 2015.

X. OTHER MATERIALS REQUIRED OF STUDENTS: