

DDP 151: USER EXPERIENCE DESIGN

Originator

mabril

Justification / Rationale

User Experience Design dives deep into the human experience when interacting online. This course builds skills that give reason to and supports Web Design & Development. This field continues to grow and is an ideal addition to DDP that also compliments CIS web programming and management courses. This career path allows students to understand the why behind the design and use their creative and design skills to create something both beautiful and functional while giving them a career in a strong growing industry.

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

DDP - Digital Design & Production

Course Number

151

Full Course Title

User Experience Design

Short Title

UX DESIGN

Discipline**Disciplines List**

Graphic Arts (Desktop publishing)

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

Focuses on the quality of experience a person has when interacting with a specific design. A UX Designer focuses on the needs and wants of the user, as well as ease-of-use, and designs for the best possible user experience. Covers the design process, documentation, and tools used within the UX field. Topics include user research, information architecture, interaction design, prototyping, and usability testing. Following a design process, students will collaborate to research, critique, and design a project that includes prototyping and user-testing.

Schedule Description

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Lecture Units

2

Lecture Semester Hours

36

Lab Units

1

Lab Semester Hours

54

In-class Hours

90

Out-of-class Hours

72

Total Course Units

3

Total Semester Hours

162

Required Text and Other Instructional Materials**Resource Type**

Book

Author

Steven Miller

Title

UX Design The Field Guide to Process and Methodology for Timeless User Experience

Edition

1st

Publisher

Independently Published

Year

2021

College Level

Yes

ISBN #

979-8721440502

Resource Type

Book

Author

Steve Krug

Title

Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability

Edition

3rd

Publisher

Voices That Matter

Year

2014

College Level

Yes

ISBN #

9780321965516

Resource Type

Book

Author

Cennydd Bowles and James Box

Title

Undercover User Experience Design

Edition

1st

Publisher

Voices That Matter

Year

2010

College Level

Yes

ISBN #

978-0321719904

Resource Type

Book

Author

Jaime Levy

Title

UX Strategy: How to Devise Innovative Digital Products that People Want

Edition

1st

Publisher

O'Reilly Media

Year

2015

College Level

Yes

ISBN #

978-1449372866

For Text greater than five years old, list rationale:

- Don't Make Me Think: A very helpful usability manual that doesn't read like a textbook. As of late 2018 the information is still relevant.
- UX Design The Field Guide to Process and Methodology for Timeless User Experience: The book is helpful in gaining a basic understanding of user experiences and how to design them. It was also a good introduction to terminology.

• **UX Strategy: How to Devise Innovative Digital Products that People Want:** This book clearly outlines the process from start to finish for validating a business idea, and this book does exactly that. It explains how to take an idea from concept to either kill pivot, or execution, which makes for an easy-to-follow approach to UX strategy

Class Size Maximum

20

Course Content

- Introduction to User Experience
- History of Human Computer Interaction
- Looking at Design
- Design Evaluation
- Basic Design Principles
- Visual design
- Grids
- Typography
- Designing for Scanning Rather than Reading
- Designing Navigation
- Ideation
- Defining the problem
- Culture and Design
- User Research
- Interviewing
- Need-finding
- Critique

Lab Content

- Create user flows maps
- Develop wireframes to provide a two-dimensional outline of a single screen or page.
- Create content for web related projects
- Persona Creation
- Storyboards
- Prototyping
- Video Prototyping
- Paper Prototyping
- Participant Observation
- Usability Testing
- Survey Creation
- Assembling Data from Testing
- Survey Creation
- Usability Testing
- Assembling Data from Testing

Course Objectives

	Objectives
Objective 1	Gather useful information about users and organize information about users into useful summaries with affinity diagrams.
Objective 2	Identify and implement the key steps in the “design thinking” model.
Objective 3	Demonstrate the ability to complete a need-finding interview.
Objective 4	Evaluate projects in critique using a constructive peer-review process.
Objective 5	Explain the purpose and the concepts of User Experience Design and how they should be applied.
Objective 6	Demonstrate the ability to present the process and the final project to an audience by developing an online portfolio site.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:

Outcome 1	Demonstrate knowledge of the history and concepts of User Experience (UX) Design.
Outcome 2	Utilize an effective “design thinking” model to successfully complete a group project within a team of students.
Outcome 3	Analyze and evaluate projects orally and in writing utilizing a critique process that involves user-testing.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Discussion	Moderate discussion of current UX technology and design trends.
Demonstration, Repetition/Practice	Set up assignments that allow students to demonstrate skills that show how to interpret brand strengths and visual assets.
Lecture	Provide video, PDF, PowerPoint and Zoom recordings lectures on the relevant weekly topic.
Participation	Share readings, assignments, critiques and discussions.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Critiques	Written and verbal feedback given on self and fellow classmates' projects.	In Class Only
Other	Formative assessment using hands-on projects within units of instruction. These projects allow students to demonstrate knowledge and mastery of key concepts and methodologies in a low-stakes context so that students can continue to refine their skills.	In Class Only
Other	Summative assessment to authentic outcome-based assessments that are cumulative towards the different units of instruction and at the end of the course which results in a student-lead project that demonstrates knowledge of a human-centered “design thinking” process.	In Class Only
Self/peer assessment and portfolio evaluation	Qualitative Assessment using open-ended discussions and observations in a group critique setting addressing the strength of the design and the usability of the prototypes	In Class Only
Other	Additional out-of-class hours may be required to complete assignments and projects.	Out of Class Only

Assignments
Other In-class Assignments

- Ask the following questions as it relates to your concept
- Demographic info (age, location, job etc.)
- The user’s goals
- The user’s needs
- The user’s technical abilities
- Create a “day in the life” narrative for each user.
- Conduct a User-Testing Session.
- Identify five things that you want a user to understand or do. Create the minimal viable prototype needed to test these tasks.
- Write a testing script to guide a user through the 5 issues or tasks you’ve identified.
- Critique of projects

Other Out-of-class Assignments

- Develop Personas.
- Interview 3 or more potential users for your project concept.

- Hand and software skills are used to develop content
- Layout elements so the user does not have to think about where to go next.
- Perform user testing sessions with at least 3 people who are a part of your target audience. While testing, take photos of specific tasks or screens that are problematic for the user so you have a record of needed changes for the next iteration.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

50

On-campus %

50

Instructional Materials and Resources**Effective Student/Faculty Contact**

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
E-portfolios/blogs/wikis
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)
Synchronous audio/video
Teleconferencing
Telephone contact/voicemail
USPS mail

Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.

Chat, announcement, virtual office hours, messaging, video/audio feedback and e-mail will be used for direct, timely dialogue with students individually and in project groups in which they collaborate. Timely feedback and return of student work, discussion forums in which students peer review other students' work, face to face contact, study, review used to carry out the core objectives of the course.

If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.

Once the techniques and processes this course have been laid out, repetition, reinforcement and creative + critical feedback are vital to student success.

Other Information**MIS Course Data****CIP Code**

11.0801 - Web Page, Digital/Multimedia and Information Resources Design.

TOP Code

061400 - Digital Media

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

LMI Digital Media Presentation_Oct 19.pdf

DM Advisory mtg panel notes.docx

Approvals

Curriculum Committee Approval Date

11/18/2021

Academic Senate Approval Date

12/09/2021

Board of Trustees Approval Date

01/21/2022

Chancellor's Office Approval Date

02/05/2022

Course Control Number

CCC000629658

Programs referencing this courseGraphic Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=240>)Interaction Design AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=311>)Web Design Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=356>)Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)