Lecture Contact Hours: 32-36; Homework Hours: 64-72; Total Student Learning Hours: 96-108
Laboratory Contact Hours: 48-54; Homework Hours: 0; Total Student Learning Hours: 48-54

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

GRAPHIC DESIGN 120 – USER EXPERIENCE DESIGN

2 hours lecture, 3 hours laboratory, 3 units

Catalog Description
This introductory course is designed to equip you with a broad understanding of user experience (UX) and covers the foundations of User Experience Design and process including; user journeys, prototypes, information architecture, wireframes and prototypes. We will also be considering the critical role user experience plays in allowing businesses to access their target audience and how organizations can use user experience to increase customer engagement and revenue as well as reducing costs.

Prerequisite
"C" grade or higher or "Pass" in GD 105 or equivalent

Recommended Preparation
"C" grade or higher or "Pass" in GD 110 or equivalent

Entrance Skills
Without the following skills, competencies and/or knowledge, students entering this course will be highly unlikely to succeed:
1) Describe the relationship between hardware components and computer performance.
2) Properly use input and output devices, with the understanding of file sizes and various formats.
3) Manage multiple files for digital projects and use appropriate file formats.
4) Use the Internet for research, communication, and file transfer.
5) Synthesize production skills and design concepts to design and produce simple multimedia projects using Adobe Creative Cloud.
6) Properly use and apply production terminology and concepts.
7) Apply the fundamentals of art elements and principles of design in composition.
8) Describe and demonstrate legal and ethical behavior with regard to copyright.

Course Content
1) The foundations of UX design
   a. Why is user experience important?
   b. What is 'good usability'?
   c. What is user experience (UX) and what impact does it have on a business?
2) User experience basics
   a. The importance of user research
   b. User journeys
   c. Visual design
   d. Structuring your site
   e. Wireframes and interactive prototypes
3) Time-Based Media
   a. Recording formats and device settings
   b. Time-based editing
   c. Audio design
   d. Video design

4) Tools and testing
   a. Types of user testing
   b. Interaction design
   c. Rapid visualizations
   d. Building wireframes and working prototypes
   e. The importance of analyzing user testing data
5) Review higher education programs and potential employment opportunities

Course Objectives
Students will be able to:
1) Describe what user experience (UX) is and why it is important
2) Explain the foundations of UX design and the impact it can have on your business
3) Identify the key approach, attitude and process elements which are necessary for UX design
4) Use the Internet for research, communication, and file transfer.
5) Describe the 'design', 'develop' and 'release' stage of the UX process and what 'user journeys' are
6) Identify the concepts of information architecture and the importance of good structure for usability
7) Identify the concepts and reasons for creating prototypes
8) Demonstrate the how and why of drawing wireframes, the importance of low-to-high detail and the benefits of interactive prototypes

Method of Evaluation
A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in the subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, hardware/software proficiency.
1) Participation in class discussions and brainstorming sessions
2) Assignments that evaluate the use of multimedia design principles and the design process
3) Verbal critiques of student projects for effective use of multimedia principles
4) Quizzes examining a student's knowledge of multimedia terminology
5) Portfolio review to evaluate the comprehensive presentation of projects

Special Materials Required of Student
Sketchbook, access to mobile devices, USB thumb drive

Minimum Instructional Facilities
Lab/studio with computers, input devices, graphic tablets, printers, scanners

Method of Instruction
1) Lectures.
2) Computer-generated presentations and demonstrations provided by the instructor.
3) Research methods including use of the Internet
4) Individual instruction
5) Group critiques and classroom discussions of individual projects
6) Laboratory demonstration and activity

Out-of-Class Assignments
1) Reading assignments
2) Short research assignments

Texts and References
1) Required (representative examples):
   a. Norman, Don. *The Design of Everyday Things,* Revised and Expanded Edition. Basic Books, 2013.
   b. Krug, Steve. *Don't Make Me Think, Revisited,* 3rd edition. New Riders, 2014.

c. Levy, Jaime. UX Strategy: Product Strategy Techniques for Devising Innovative Digital Solutions, 2nd Edition. O'Reilly Media, Inc., 2021.

2) Supplemental: Adobe software reference manuals as needed

Exit Skills

1) Analyze historical and contemporary practice in UX design, including time-based, on-screen, sound and physical computing and immersive environments within the contexts of art, business and marketing, design, interactivity and responsive web design.
2) Effectively use UX terminology/techniques specific to the use of appropriate laboratory procedures in the scope of a project/production.

Student Learning Outcomes

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

1) Create UX content that reflects design and aesthetic principles, facilitates effective communication, and increases understanding among users.
2) Analyze and apply the principles and practices of user experience design, and how it contributes to the design of everyday things.