

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> GD 304		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>															
<b>Course Full Title:</b> User Experience Design <b>Course Short Title:</b> <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
<b>Faculty:</b> Faculty of Humanities		<b>Department (or program if no department):</b> Graphic and Digital Design															
<b>Calendar Description:</b> Develop strategies for designing web interfaces with a focus on user experience and digital brand narratives. Integrate targeted user testing and interactivity using human-centered design (HCD) principles.																	
<b>Prerequisites (or NONE):</b>		GD 202.															
<b>Corequisites (if applicable, or NONE):</b>																	
<b>Pre/corequisites (if applicable, or NONE):</b>																	
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Special Topics</b> <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
		<b>Independent Study</b> If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>25</td> </tr> <tr> <td>Tutorials/workshops</td> <td>15</td> </tr> <tr> <td>Supervised laboratory hours</td> <td>15</td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td>5</td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>60</b></td> </tr> </table>		Lecture/seminar hours	25	Tutorials/workshops	15	Supervised laboratory hours	15	Experiential (field experience, practicum, internship, etc.)		Supervised online activities	5	Other contact hours:		<b>Total hours</b>	<b>60</b>	<b>Transfer Credit</b> Transfer credit already exists: (See <a href="#">bctransferguide.ca.</a> ) <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit outline for (re)articulation: <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>	
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		<b>Grading System</b> <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
		<b>Maximum enrolment (for information only):</b> 24 <b>Expected Frequency of Course Offerings:</b> Annually <i>(Every semester, Fall only, annually, etc.)</i>															
<b>Department / Program Head or Director:</b> Karin Jager		<b>Date approved:</b> September 2019															
<b>Faculty Council approval</b>		<b>Date approved:</b> October 2019															
<b>Dean/Associate VP:</b> Jacqueline Nolte		<b>Date approved:</b> October 2019															
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> October 18, 2019															
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> October 25, 2019															

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

**Learning Outcomes:**

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

- Identify the principles of usability and human centered design (HCD) principles
- Define user tasks, journeys, personas and motivations
- Apply iterative design methodology
- Conduct usability tests and user interviews
- Identify strategies for overcoming design barriers for web accessibility
- Develop a mobile first web project in a team environment using industry practices
- Design a digital experience that is part of an overall brand identity system
- Apply project management skills in a simulated professional setting
- Communicate research, design processes and reasoning behind the final design solution

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes      ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods** *(Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.)*

Digital presentation, lectures, demonstrations, production workshops, self-directed content development, out-of-class production, on-line instruction, hands-on labs, guest lectures, may be offered in hybrid format.

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials** *(If more space is required, download Supplemental Texts and Resource Materials form.)*

	Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1.	Association of Registered Graphic Designers (RGD)	Access Ability: A Practical Handbook on Web Design	<input checked="" type="checkbox"/>	RGD & Government of Ontario	2015
2.	Stickdorn, Marc	This is Service Design Thinking: Basics, Tools, Cases	<input checked="" type="checkbox"/>	Wiley & Sons	2012
3.	IDEO	The Field Guide to Human-Centered Design	<input checked="" type="checkbox"/>	IDEO	2015
4.			<input type="checkbox"/>		
5.			<input type="checkbox"/>		

**Required Additional Supplies and Materials** *(Software, hardware, tools, specialized clothing, etc.)*

Apple computer, Flash drive, Adobe CC current edition, Subscription to Lynda.com

**Typical Evaluation Methods and Weighting**

Final exam:	%	Assignments:	20%	Field experience:	%	Portfolio:	%
Midterm exam:	%	Project:	60%	Practicum:	%	Other:	0%
Quizzes/tests:	%	Lab work:	20%	Shop work:	%	Total:	100%

**Details (if necessary):****Typical Course Content and Topics****Week 1-3**

Introduction to digital experiences for user experience design. Understanding human motivations in multi-screen platforms. Brainstorming features list and user goals. Research to conduct benchmark analysis. Divide tasks appropriately amongst group members. Discuss a plan, project management and group work ethics. Capstone group project assigned.

**Week 4-6**

Define human centered design (HCD) principles through the creation of user tasks, user journey, personas and motivations. Create a task list and user goals. Plan and conduct user interviews. Gather information from interviews and refine features list based on insights.

**Week 7-12**

Plan and execute wireframes into low, mid, to high fidelity prototypes into multi-screen platform. Iterate designs based on user feedback and testing. Validate user testing sessions. Plan on how to design for web accessibility.

**Week 13:**

Create and present final case study based on the design process from the problem statement to the solution. Discuss how the group arrived to the final solution  
Group presentation of capstone project. Final critique.