

**ORIGINAL COURSE IMPLEMENTATION DATE:** 

**REVISED COURSE IMPLEMENTATION DATE:** 

COURSE TO BE REVIEWED (six years after UEC approval):

Course outline form version: 05/18/2018

October 2025

January 2020

# OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Full Title: User Experience Design Course Short Title: (If anothers only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)  Faculty: Faculty of Humanities  Department (or program if no department): Graphic and Digital Design  Calendar Description:  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.  Prerequisites (or NONE):  Corequisites (if applicable, or NONE):  Prefcorequisites (or NONE):  Prefcorequisites (if applicable, or NONE):  Prefcorequ	Course Code and Number: GD 304		Number of Credits: 3 Course credit policy (105)					
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	Dean/Associate VP: Jacqueline Nolte				Date approved:	October 2019		
Undergraduate Education Committee (UEC) approval Date of meeting: October 25, 2019	Campus-Wide Consultation (CWC)				Date of posting:	October 18, 2019		
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### **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 (PLAK	<b>Prior Learning</b>	Assessment and Recognition	(PLAR)
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**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, online 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)	s) Title (article, book, journal, etc.) Cui		Publisher	Year		
1.	Association of Registered Graphic Designers (RGD)	Access Ability: A Practical Handbook on Web Design		RGD & Government of Ontario	2015		
2.	Stickdorn, Marc	This is Service Design Thinking: Basics, Tools, Cases	$\boxtimes$	Wiley & Sons	2012		
3.	IDEO	The Field Guide to Human-Centered Design	$\boxtimes$	IDEO	2015		
4.							
5.							

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 exa	n: %	Project:	60%	Practicum:	%	Other:	0%
Quizzes/test	s: %	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.