

GD 90 Course Outline as of Fall 2019**CATALOG INFORMATION**

Dept and Nbr: GD 90 Title: USER EXPERIENCE

Full Title: Designing the User Experience

Last Reviewed: 2/11/2019

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

This course covers user experience design, following the user-centered design process. It is oriented toward practical methods for approaching a design problem holistically, beyond usability and usefulness. It examines different target platforms such as smartphone, tablets, and desktop systems. A user-centric approach is employed to determine which platform is best for the desired application. In this class, students will demonstrate an understanding of user experience including how to design for it and how to evaluate it. This course teaches a set of techniques to gather information about what the user needs, how to design and model interfaces based on those needs and then how to evaluate the design to ascertain that the user's goals are met.

Prerequisites/Corequisites:**Recommended Preparation:**

Course Completion of GD 51

Limits on Enrollment:**Schedule of Classes Information:**

Description: This course covers user experience design, following the user-centered design process. It is oriented toward practical methods for approaching a design problem holistically, beyond usability and usefulness. It examines different target platforms such as smartphone, tablets, and desktop systems. A user-centric approach is employed to determine which platform is best for the desired application. In this class, students will demonstrate an understanding of user experience including how to design for it and how to evaluate it. This course teaches a set of techniques to gather information about what the user needs, how to design and model interfaces based on those needs and then how to evaluate the design to ascertain that the user's goals are met. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Course Completion of GD 51

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:	Transferable	Effective:	Fall 2019
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Certificate Applicable Course

Approval and Dates

Version:	01	Course Created/Approved:	2/11/2019
Version Created:	2/2/2018	Course Last Modified:	1/2/2021
Submitter:	Summer Winston	Course last full review:	2/11/2019
Version Status:	Approved New Course (First Version)	Prereq Created/Approved:	2/11/2019
Version Status Date:	2/11/2019	Semester Last Taught:	Fall 2020
Version Term Effective:	Fall 2019	Term Inactive:	Spring 2021

COURSE CONTENT

Student Learning Outcomes:

At the conclusion of this course, the student should be able to:

1. Perform user research, synthesize data, and generate personas
2. Create prototypes testing user interactions with designed interfaces
3. Use data collected to create user-centered designs

Objectives:

Students will be able to:

1. Gather useful information about users and activities through asking, looking, learning, and

- trying
- 2. Organize information about users into useful summaries with affinity diagrams
- 3. Convey user research findings with personas and scenarios
- 4. Learn and utilize the skill of sketching as a process for user experience design
- 5. Learn to give and receive critiques of design ideas in a constructive manner
- 6. Demonstrate skills for low-fidelity prototyping, and describe the strengths and weaknesses of a variety of prototyping methods
- 7. Describe the process of user experience design as a cyclical, iterative process
- 8. Understand the differences between usability and user experience
- 9. Analyze an interaction design problem and propose a user-centered process, justifying the process and identifying the trade-offs
- 10. Prepare high quality, professional documentation and artifacts relating to the design process for preparation for a professional portfolio

Topics and Scope:

I. Introduction to User Experience Design

- A. User experience (UX) and user interface (UI) design principles
- B. UI design principles
- C. Product design to user experience
- D. User experience and the web
- E. Mind your users
- F. Seven steps
 - 1. Plan
 - 2. Discovery
 - 3. Explore
 - 4. Define
 - 5. Design
 - 6. Validate
 - 7. Deliver

II. UX Design Thinking

- A. Equal parts of beauty, ease and accessibility
- B. Leveraging pre-existing skills
- C. Applying design thinking to real problems
- D. Five planes
 - 1. Surface
 - 2. Structure
 - 3. Scope
 - 4. Strategy
 - 5. Skeleton

III. User-Centered Design Research

- A. Defining strategy
- B. Success metrics
- C. User needs
- D. Usability
- E. Team roles and process
- F. Discovery

IV. Systems Thinking

- A. Function and content
- B. Defining requirements
- C. Functional Specifications

V. Empathy and Users

- VI. UX Interviewing
- VII. Insight Synthesis
- VIII. Decision Mapping
- IX. Prototyping
- X. User Interaction Design
 - A. Information Architecture
 - B. Structuring content
 - C. Architectural approaches
 - D. Organizing principles
 - E. Navigation design
 - F. Way-finding
- XI. Mock-Up Software
- XII. Project Management

Assignment:

1. In and out of class writing assignments (1-16), such as:
 - a. Discussion boards
 - b. Creating user personas
 - c. Writing project briefs
 - d. Weekly readings (1 - 50 page) with reflection discussion board posts
 - e. Responding to peer discussion board post
2. In class assignments (1-16), such as:
 - a. Group based mock interview based problem solving
 - b. Group based brainstorming and concept generation
 - c. Interface analysis and problem solving
 - d. Sketch and create a storyboard of the interactive prototype
 - e. Creating high-fidelity prototypes
3. Major project, such as: a term length project. The end result will be a complete user experience design package: personas, stories, preliminary layout and storyboards, UX testing plan, user interaction analysis, and prototype implementation. In addition to gaining hands-on experience at each stage of the design process.
4. Quizzes and/or tests (0-16)
5. Participation and attendance

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

In and out of class writing assignments

Writing 10 - 25%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

In class assignments

Problem solving 25 - 50%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

Major project

Skill Demonstrations
25 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Quizzes and/or tests

Exams
0 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

Participation and attendance

Other Category
5 - 10%

Representative Textbooks and Materials:

100 Things Every Designer Needs to Know About People. Weinschenk, Susan. New Riders. 2011 (classic)

Elements of User Experience: User-Centered Design for the Web and Beyond. 2nd ed. Garrett, Jesse. New Riders. 2010 (classic)

OTHER REQUIRED ELEMENTS

STUDENT PREPARATION

Matric Assessment Required:	X	Exempt From Assessment
Prerequisites-generate description:	NP	No Prerequisite
Advisories-generate description:	A	Auto-Generated Text
Prereq-provisional:	N	NO
Prereq/coreq-registration check:	N	No Prerequisite Rules Exist
Requires instructor signature:	N	Instructor's Signature Not Required

BASIC INFORMATION, HOURS/UNITS & REPEATABILITY

Method of instruction:	02	Lecture
	72	Internet-Based, Delayed Interaction
	71	Internet-Based, Simultaneous Interaction
Area department:	CS	Computer Studies
Division:	72	Arts & Humanities
Special topic course:	N	Not a Special Topic Course
Program status:	1	Certificate Applicable Course
Repeatability:	00	Two Repeats if Grade was D, F, NC, or NP
Repeat group id:		

SCHEDULING

Audit allowed:	N	Not Auditable
Open entry/exit:	N	Not Open Entry/Open Exit
Credit by exam:	N	Credit by examination not allowed
Budget code: Program:	0000	Unrestricted
Budget code: Activity:	0702	Graphic Design

OTHER CODES

Discipline:	Graphic Arts	
Basic skills:	N	Not a Basic Skills Course
Level below transfer:	Y	Not Applicable
CVU/CVC status:	Y	Distance Ed, Not CVU/CVC Developed
Distance Ed Approved:	Y	Exclusively online or other technology based instruction
Emergency Distance Ed Approved:	Y	Fully Online Partially Online Online with flexible in-person activities
Credit for Prior Learning:	N	Agency Exam
	N	CBE
	N	Industry Credentials
	N	Portfolio
Non-credit category:	Y	Not Applicable, Credit Course
Classification:	Y	Career-Technical Education
SAM classification:	C	Clearly Occupational
TOP code:	1030.00	Graphic Art and Design
Work-based learning:	N	Does Not Include Work-Based Learning
DSPS course:	N	Not a DSPS Course

In-service:

N

Not an in-Service Course