

Short Title:	User Experience Design APPROVED
Full Title:	User Experience Design
Module Code:	DMED H4028
ECTS credits:	5
NFQ Level:	8
Module Delivered in	2 programme(s)
Module Contributor:	Niamh O'Hora
Module Description:	The aim of this module is to investigate how human psychology, users' needs, usability goals, and the combination of design & copy can influence user experiences with interactive media across a range of platforms and devices. Through research, analyses, specification, prototyping, critical evaluation and testing, students will develop an awareness allowing them to design effective and engaging user interaction.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Acquire knowledge and ability in the design of user experience for interactive environments across a range of platforms and devices; 2. Show understanding of the roles of human psychology, usability principles, visual design, copy and analysis in relation to effective user experience; 3. Use software and paper prototyping tools to design interfaces that take into account human capabilities and constraints, users' needs, usability goals and user experience goals; 4. Learn the best tools for measuring the success of prototypes, concepts, interfaces and interactive systems. 	

Module Content & Assessment

Indicative Content
UX Toolkit Problem Definition, User Goals & Business Goals, How to Ask People Questions, Understanding Users, Creating User Profiles, User Stories, Information Architecture, Wireframes, Prototyping and Frameworks.
Psychology What Motivates People, Conditioning, Persuasion and How Experience Changes Experience.
Usability How People See and Read, Human Memory, How People Focus Attention, Usability Heuristics and Designing for Error.
Design Connotations of Colour, Experience Design, Visual Narratives and Invisible Communication.
Copywriting Brand Versus UX Copy, Using the Right Language, Creating Tone of Voice.
Analysis Iterative Development Methodologies, Qualitative Assessment; Quantative Assessment, Creating Test Environments, Identifying User Patterns.

Indicative Assessment Breakdown	%
Course Work Assessment %	100.00%

Course Work Assessment %				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	Through a phased major project; design, implement and assess a user interface, based on a requirements specification taking into account users' needs, usability goals, user experience goals and human factors. Through a process of iterative wire-framing, prototyping, analyses and reflection, completed designs might be realised in a working prototype or beta system which is improved through a process of qualitative and quantitative evaluation and testing.	1,2,3,4	100.00	n/a

No Final Exam Assessment %

Indicative Reassessment Requirement
Coursework Only <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i>
Reassessment Description Project based reassessment.

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	15.00
Every Week	45.00
Every Week	40.00

Resources
<i>Recommended Book Resources</i>
<p>Jeff Gothelf 2013, <i>Lean UX: Applying Lean Principles to Improve User Experience</i>, O'Reilly Media [ISBN: 1449311652]</p> <p>Gavin Allanwood 2014, <i>Basics Interactive Design: User Experience Design: Creating designs users really love</i>, Fairchild Books [ISBN: 2940496137]</p> <p>William Lidwell, Kritina Holden, Jill Butler 2010, <i>Universal Principles of Design, Revised and Updated</i>, Rockport Publishers [ISBN: 1592535879]</p>
<i>Supplementary Book Resources</i>
<p>Susan Weinschenk 2011, <i>100 Things Every Designer Needs to Know About People</i>, New Riders Press [ISBN: 0321767535]</p> <p>Robert Mills 2012, <i>A Practical Guide to Designing the Invisible</i>, Five Simple Steps LLP [ISBN: 1907828060]</p> <p>IDEO 2011, <i>Human-Centered Design Toolkit: An Open-Source Toolkit To Inspire New Solutions in the Developing World by IDEO</i>, 2 Ed., IDEO [ISBN: B00CAYJ23K]</p> <p>Eric Reiss 2012, <i>Usable Usability</i>, Wiley [ISBN: 1118185471]</p> <p>Stephen P. Anderson 2012, <i>Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences</i>, New Riders Press [ISBN: 0321725522]</p> <p>Smashing Magazine 2012, <i>A Field Guide To Usability Testing (Ebook)</i>, Smashing Magazine [ISBN: B0085LC900]</p> <p>Donald A. Norman 2002, <i>The design of everyday things</i>, Basic Books New York [ISBN: 9780465067107]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Documentary: <i>Connecting: Makers</i> http://www.connectingthefilm.com/</p> <p>Website: <i>UX Apprentice</i> http://www.uxapprentice.com/</p> <p>Website: <i>Nielsen Norman Group UX Reports</i> http://www.nngroup.com/reports/</p> <p>Website: <i>The Hipper Element UX Crash Course</i> http://thehipperelement.com/post/75476711614/ux-crash-course-31-fundamentals</p> <p>Online Magazine: <i>UX Mag</i> http://uxmag.com/</p> <p>Website: <i>UX Booth</i> http://www.uxbooth.com/</p> <p>Website: <i>UI Booth</i> http://ui-patterns.com/</p> <p>Website: <i>UsabilityGeek</i> http://usabilitygeek.com/</p>

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DD_MED_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	8	Mandatory
BN_DD_MED_B	Bachelor of Arts (Honours) in Creative Digital Media [Add on 60 ECTS credits]	2	Mandatory