

# USER EXPERIENCE (UX)

## UX 220 Introduction to User Experience Design 3 Hours

Introduces user experience design theory - the practice of placing users and their needs as the focus of designing products, environments, web sites and/or applications. Students learn the five stages of "design thinking" as part of the UX process: empathize, define, ideate, prototype, and test.

*Recent Term(s) Offered: fall 2022; spring 2023; fall 2023; spring 2024; fall 2024*

## UX 300 User Experience Strategy & Content Creation 3 Hours

A hands-on multimedia strategy and content creation course for creatives. Applies the synthesis of brands' value proposition and persuasion techniques to create effective messaging and visual strategies in design assets. Explores and applies various techniques to adapt content for use in print, digital, and social communications platforms. Creates multi-media assets implementing content development decisions informed and supported by intensive audience research. Reviews current, historical, and cultural trends to understand how design can influence consumers, our society, and our culture.

**Prerequisite(s):** (ART 243 with a minimum grade of C or AD 210 with a minimum grade of C)

**Restriction(s):** Enrollment is limited to students in User Experience (1747), Game Design (1761), Graphic Design (1762), Studio Art (312), Art History (316), Computer Animation (352), Graphic Design (385), Visual Studies (509), Visual Arts (514), Visual Arts (514P) or Art History (613)

*Recent Term(s) Offered: fall 2022; spring 2023; fall 2023; spring 2024; fall 2024*

## UX 310 Future Design 3 Hours

This course draws heavily upon future and speculative design. Speculative design centers around how things could be while inviting designers to consider their desired futures. By critically evaluating the present, we can make better decisions about the future. Explore ethical considerations and responsibilities in design. Examine the impact of design decisions on users, society, and the broader digital landscape. Discuss and investigate various situations related to technology and design. Develop a comprehensive understanding of UX ethics and ethical application in real-world scenarios.

**Restriction(s):** Enrollment is limited to students in User Experience (1747), Game Design (1761), Graphic Design (1762), Studio Art (312), Art History (316), Computer Animation (352), Graphic Design (385), Visual Studies (509), Visual Arts (514), Visual Arts (514P), Art History (613) or Computer Science (629)

*Recent Term(s) Offered: None*

## UX 330 User Interface Design 3 Hours

Exploration into the design process and techniques for creating interactive experiences. Encompasses information architecture, usability, front-end programming and design literacy, as well as applied user-interface design.

**Prerequisite(s):** AD 210 or SOM 210 or ART 243

*Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024*

## UX 340 Introduction to Developing and Prototyping for Interactive Design 3 Hours

Introduction to concepts, principles, and skills designers require to code and program interactive media platforms. Explores modern markup languages and content management systems. No programming experience required.

**Prerequisite(s):** UX 220 with a minimum grade of C or UX 300 with a minimum grade of C or UX 330 with a minimum grade of C

*Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024*

## UX 350 Programming for Designers 3 Hours

An advanced interactive coding course utilizing markup languages required for control of interactive media products and user experiences. Note: Permission of instructor may be required.

**Prerequisite(s):** (IXD 320 with a minimum grade of C or UX 320 with a minimum grade of C) and SJB 330 with a minimum grade of C and SJB 340 with a minimum grade of C

*Recent Term(s) Offered: None*

## UX 400 User Experience Advanced Studio I 3 Hours

Explores advanced methods of scripting, the use of forms, and the implementation of embedded media (audio, video and animation). The course includes discussion of strategic design, navigation, digital ergonomics, information architecture, way finding, semiotics, symbolism and electronic publishing, and provides a foundation for the creation of web-based multi-media projects.

**Prerequisite(s):** (UX 330 with a minimum grade of C or SOM 340 with a minimum grade of C) and UX 340 with a minimum grade of C

*Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024*

## UX 430 Advanced User Interface Design 3 Hours

Advanced level course that combines previously acquired UX/UI skills with new strategies for designing, building, implementing, and evaluating interactive digital interfaces with a human-centered approach by applying best practices and design principles of user interface design. Students will use the human-centered design process to understand users and design digital tools that are both intuitive and technically sound. This course places a strong focus on research, individualized and collaborative self-directed projects, and experiential learning through hands-on, projects-based instruction.

**Prerequisite(s):** UX 330 with a minimum grade of C

**Restriction(s):** Enrollment is limited to students in User Experience (1747), Game Design (1761), Graphic Design (1762), Studio Art (312), Art History (316), Computer Animation (352), Graphic Design (385), Visual Studies (509), Visual Arts (514), Visual Arts (514P) or Art History (613)

*Recent Term(s) Offered: spring 2023; fall 2023; spring 2024; fall 2024*

**UX 440 Advanced Developing and Testing for Interactive Design 3 Hours**

Advanced discussion of concepts, principles, and skills required to code, program and develop for interactive digital platforms including web, mobile, virtual, and augmented media platforms. Includes an advanced exploration of modern markup languages and content management systems used by designers. Students will learn human-centered design principles, techniques, and processes, and investigate testing methods to ensure both effective design and effective dissemination of information and data.

**Prerequisite(s):** UX 340 with a minimum grade of C and UX 400 with a minimum grade of C and UX 430 with a minimum grade of C

**Restriction(s):** Enrollment is limited to students in User Experience (1747) , Game Design (1761) , Graphic Design (1762) , Studio Art (312) , Art History (316) , Computer Animation (352) , Graphic Design (385) , Visual Studies (509) , Visual Arts (514) , Visual Arts (514P) or Art History (613)

*Recent Term(s) Offered: spring 2023; spring 2024; fall 2024*

**UX 450 User Experience Advanced Studio II 3 Hours**

Students collaborate to research, create and promote websites and/or applications for commercial and non-commercial projects. Synthesizes all elements of user-experience design and branding in a collaborative environment.

**Prerequisite(s):** UX 400 with a minimum grade of C

**Restriction(s):** Enrollment is limited to students in User Experience (1747) , Game Design (1761) , Graphic Design (1762) , Studio Art (312) , Art History (316) , Computer Animation (352) , Graphic Design (385) , Visual Studies (509) , Visual Arts (514) , Visual Arts (514P) , Art History (613) , Advertising (727) or Advertising (Seeking Adm) (727P)

*Recent Term(s) Offered: spring 2023; spring 2024*