UNIVERSITI TEKNOLOGI MARA

GDM696: USER EXPERIENCE DESIGN

Course Name (English)	USER EXPERIENCE DESIGN APPROVED
Course Code	GDM696

MQF Credit	4

Course Description	The course will guide the students through the fundamental elements of User Experience (UX) design, the UX Design process including, user research, defining the research outcomes and insights, research deliverable; elements of Visual Communication and Graphics Design; Information Design & Data Visualization, Interaction Design and User Interface Design Elements

Transferable Skills	interface design human computer interaction

Teaching Methodologies	Lectures, Blended Learning, Studio, Case Study, Web Based Learning, Discussion, Self-directed Learning

CLO		
	CLO1	Distinguish appreciation for concepts and sensibilities of user experience design
	CLO2	Demonstrate individual and collaborative skills in design problem solving
	CLO3	Display skills in the use and application of specific methods in user experience design

Pre-Requisite Courses	No course recommendations

Topics
1. Course Overview 1.1) N/A
2. User Experience Design: Introduction 2.1) What is User Experience Design 2.2) History of User Experience Design 2.3) The use of User Experience Design in Interface Design, Product, Content and Services
3. Assignment 1 3.1) N/A
4. User Research and Behavior Basic 4.1) User Motivation 4.2) User Emotion 4.3) User Psychology
5. Principles of User Experience 5.1) Design Thinking 5.2) Visual Design
6. Assignment 2 6.1) N/A
7. User Experience Design Process 7.1) Research
8. User Experience Design Process 8.1) Design and Development
9. User Experience Design Process 9.1) Test and Measure
10. The Essential Value of User Experience Design 10.1) User benefits 10.2) Product Benefits 10.3) Business Benefits

11. Final Project 11.1) Briefing
12. User Experience Design Career 12.1) The disciplines of user experience design
13. Project Review 1 13.1) Final Project Research
14. Project Review 2 14.1) Final Project Design
15. Project Review 3 15.1) Final Project Design and Development
16. Project Review 4 16.1) Final Project Test and Measure
17. Presentation 17.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Assignment that requires the students to display ability in classifying good user experience design product	30%	CLO2
	Assignment	Assignment related to analytical understanding and fluency of the concept of user experience design.	30%	CLO1
	Final Project	Final Project of related topic	40%	CLO3

Reading List	Recommended Text	• **Jesse James, *The Elements of User Experience: User-Centred Design for the Web***
		• **Mike Kuniavsky, *2. Observing the User Experience: A Practitioner's Guide to User Research***
		• **Bill Buxton, *Sketching User Experiences: Getting the Design Right and the Right Design Book***
		• **Jeffrey Rubin, *Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (Paperback)***
	Reference Book Resources	**Deb, Sagarmay, *Advanced Topics in Multimedia Research***
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	