Faculty: Faculty of Education and Arts

Course Title: USER EXPERIENCE AND DIGITAL MEDIA 1: FUNDAMENTALS, METHODS AND PRACTICE

Course ID: COMDX2000

Credit Points: 30.00

Prerequisite(s): (COMMD2003)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 100501

Description of the Course:

The discipline of user experience examines how people interact with the products and systems that surround them. It addresses the structural, informational, psychological and emotional aspects of what makes a successful user interface. This course focuses on a basic level of study of User Experience Design (UX), introducing, knowledge and expertise in human, computer interactions and development of digital media through practical and theoretical skills. Students are introduced to the study of User Experience Design by focusing on the fundamental concepts of the user centred design process, including the origins and emergence of user centred design practice and how it is applied. It further introduces basic principles in designing for web, mobile devices and content development.

Grade Scheme:

Graded (HD, D, C, etc.)

Program Level:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
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<tbody>
<tr>
<td>5</td>
</tr>
<tr>
<td>Level</td>
</tr>
<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>✓</td>
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<tr>
<td>Advanced</td>
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Learning Outcomes:

Knowledge:

K1. Understand basic theories and practice of User Centred Design.

K2. Discuss the application and origins of User Experience Design.

K3. Outline how national and international designers and design groups’ approaches; styles and philosophies apply to new forms and/or technologies in emergent user centric design disciplines.

K4. Recognise the role and significance of critical evaluation and active reflection in the creative process.
Course Outline (Higher Education)

COMDX2000 USER EXPERIENCE AND DIGITAL MEDIA 1: FUNDAMENTALS, METHODS AND PRACTICE

Skills:

S1. Apply design thinking skills to problem solving activities.
S2. Utilize basic principles in designing for web, mobile devices at an introductory level.
S3. Demonstrate a basic understanding of content development.
S4. Demonstrate communication skills required for interacting with user groups.
S5. Work in basic team environments.
S6. Develop an appropriate vocabulary of design terminology.

Application of knowledge and skills:

A1. Record investigatory material and resource material in journal/sketchbook.
A2. Develop collaborative skills, including sharing, reflecting, questioning, giving feedback and seeking contact.
A3. Organize, plan and produce a final design solution to a specified design brief within a specified time period.

Course Content:

Each student has the opportunity to explore and develop skills in the context of user experience and digital design. Students develop their analytical skills, critically reflecting on the development of their work and its context. Historical and technical developments and contemporary uses of user centric design approaches are investigated in the context of visual communication design.

Topics may include:

- User Experience design
- Gestalt Psychology
- Web Design
- Interaction Design for Usability
- Human-Computer Interaction
- Information Visualisation

Values:

V1. Develop a willingness to explore and take creative risks
V2. Appreciate and respect various attitudes and values within contemporary digital design practice
V3. Cherish initiative, enthusiasm and commitment in creative practice
V4. Respect and practise professional, and responsible behaviour in the workplace
V5. Promote the importance of attention to detail and completion of tasks

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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## Course Outline (Higher Education)

COMDX2000 USER EXPERIENCE AND DIGITAL MEDIA 1: FUNDAMENTALS, METHODS AND PRACTICE

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<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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</thead>
<tbody>
<tr>
<td>Knowledge, skills and competence</td>
<td>Students have explored the practice of user centric design approaches and have an understanding of image and/ text as language and communication processes</td>
<td>High</td>
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<tr>
<td>Critical, creative and enquiring learners</td>
<td>Students begin to establish their own creative practice and are able to reflect critically upon and monitor their progress in the development of projects and journals</td>
<td>High</td>
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<tr>
<td>Capable, flexible and work ready</td>
<td>Students begin to gain understanding in the ways in which creative practice interacts with wider society</td>
<td>Medium</td>
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<tr>
<td>Responsible, ethical and engaged citizens</td>
<td>Students engage in collegial discussions and provide peer review</td>
<td>High</td>
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### Learning Task and Assessment:

<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
<th>Learning Tasks</th>
<th>Assessment Type</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>K1, K3, K4, S1, S2, A2</td>
<td>Acquiring and recording investigatory material and resource material in journal/ sketchbook that demonstrates the generation and development of concepts and exploration of solutions to visual communication issue</td>
<td>Resource file and journal/sketchbook</td>
<td>15-25%</td>
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<tr>
<td>K1, K2, K3, K4, K5, K6, S1, S2, S3, S4, S5, A1, A3, S6</td>
<td>Preparing and presenting a folio of works from required design briefs</td>
<td>Presentation of a folio of required works</td>
<td>55-65%</td>
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<tr>
<td>K1, K4, S4, S5, A2, A3</td>
<td>Active participation, discussion and application of class work and teamwork</td>
<td>Ongoing evaluation of course work</td>
<td>10-20%</td>
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### Adopted Reference Style:

Chicago