

Course Outline (Higher Education)

Faculty: Faculty of Education and Arts

Course Title: USER EXPERIENCE AND DIGITAL MEDIA 2: METHODS AND PRACTICE

Course ID: COMDX3001

Credit Points: 30.00

Prerequisite(s): (COMDX2000)

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 the study of User Experience at an intermediate level. The course continues to build on knowledge and expertise in User Experience Design and digital media through further understanding and application of methods and practice. Further, alternative research methods, conceptual development, design thinking strategies, development, prototyping, troubleshooting concepts, and techniques typical to the digital media industry are introduced.

Grade Scheme:

Graded (HD, D, C, etc.)

Program Level:

| AQF Level of Program | | | | | | |
|----------------------|---|---|---|---|---|----|
| | 5 | 6 | 7 | 8 | 9 | 10 |
| Level | | | | | | |
| Introductory | ■ | ■ | ■ | ■ | ■ | ■ |
| Intermediate | ■ | ■ | ■ | ■ | ■ | ■ |
| Advanced | ■ | ■ | ✓ | ■ | ■ | ■ |

Learning Outcomes:

Knowledge:

- K1.** Understand theories and practice of User Centred design.
- K2.** Examine application of research methods, conceptual development, design thinking strategies, development, prototyping, troubleshooting concepts.
- 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.

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Skills:

- S1.** Apply design thinking skills to problem solving activities.
- S2.** Utilize principles in designing for web, mobile devices at an intermediate level.
- S3.** Exhibit understanding of content development.
- S4.** Exercise communication skills required for interacting with user groups.
- S5.** Work at an intermediate level in teams.

Application of knowledge and skills:

- A1.** Assemble investigatory material and resource material.
- A2.** Undertake peer review, reflect and respond to feedback for draft in progress work.
- 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
- User Research - Methods and Best Practices
- Mobile User Experience Design
- Conducting Usability Testing
- Gamification and Emotional Design.

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 the importance of initiative, enthusiasm and commitment to 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.

| Attribute | Brief Description | Focus |
|----------------------------------|--|-------|
| Knowledge, skills and competence | Students have explored the practice of user centric design approaches and have an understanding of image and/ text as language and communication processes | High |

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| Attribute | Brief Description | Focus |
|---|--|--------|
| Critical, creative and enquiring learners | 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 | High |
| Capable, flexible and work ready | Students begin to gain understanding in the ways in which creative practice interacts with wider society | Medium |
| Responsible, ethical and engaged citizens | Students engage in collegial discussions and provide peer review | Medium |

Learning Task and Assessment:

| Learning Outcomes Assessed | Learning Tasks | Assessment Type | Weighting |
|--|---|---|-----------|
| K1, K3, K4, S1, S2, A2, A3 | 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 issues | Resource file and journal/sketchbook | 10-20% |
| K1, K2, K3, K4, K5, K6, S1, S2, S3, S4, S5, A1 | Preparing and presenting a folio of works that respond to user centred research practices and use of generative tools for ideation and exploration in design | Presentation of a folio of required works | 70-80% |
| K1, K2, K4, S4, S5, A2, A3 | Active participation, discussion and application of class work and teamwork | Ongoing evaluation of course work | 5-10% |

Adopted Reference Style:

Chicago