

Course Outline (Higher Education)

Faculty: Faculty of Education and Arts

Course Title: USER EXPERIENCE AND DIGITAL MEDIA 3: METHODS AND PRACTICE

Course ID: COMDX3002

Credit Points: 30.00

Prerequisite(s): (COMDX3001)

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 advanced 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. Building on the previous semester students will initiate and implement a new innovative working framework based on a human centered approach that includes empathy, creative ideation and collective problem solving.

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.** Analyse theories and practice of User Centred design.
- K2.** Determine the appropriate use of research methods, conceptual development, design thinking strategies, development, prototyping, troubleshooting concepts.
- K3.** Appreciate the relationship between user needs and business needs.
- 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 design principles in fashioning web and mobile devices at an advanced level.
- S3.** Practice advanced content development.
- S4.** Communicate effectively in complex interactions with user groups.
- S5.** Build collaborative relationships in team environments.

Application of knowledge and skills:

- A1.** Evaluate 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
- Psychology of Interaction Design
- Digital Marketing and Business
- Wire framing and UI prototyping
- Adoption and Appropriation and Dynamic User Experience: Design and Usability.

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	Medium

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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	High

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 issue	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 a significant finished work as applied to User Experience Design and Digital Media	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	10-20%

Adopted Reference Style:

Chicago