Course: Vision on UX/UI — credits: 5

Course code	GTVP21VOU
Name	Vision on UX/UI
Study year	2023-2024
ECTS credits	5
Language	English
Coordinator	H.C.M. van 't Hul

Modes of delivery	Assignment
Assessments	Vision on UX/UI - Other assessment

Learning outcomes

Learning Outcomes

This course has eight Programme Learning Outcomes, synthesized into five Course Learning Outcomes that are assessed. The related competences are listed in brackets after each Course Learning Outcome.

Programme Learning Outcomes

A3. The student can ideate a concept relevant to the problem context.
C1. The student demonstrates understanding of relevant visualization techniques.
C3. The student can elaborate under guidance simple digital prototypes. D1. The student can conduct simple evaluations under guidance.
F2. The student infers and indicates concepts and solutions to complex problems.

Content

The student will be offered several cases of products that can benefit from an improved user interface and user experience. They select one case to focus on and analyse the current UI and UX. During workshops general principles of UI and UX will be discussed. Students will work with methods (tools) of front-end prototyping that enable them to redesign the product of their case based on their just acquired insights.

UI and UX principles will be offered in the slides and by referencing general available sources online. As a book on UX design, human factors, and usability the book ‘The Gamer’s Brain’, by Celia Hodent will be used. This book is written for multimedia professionals in the creative media and game technology industry to better understand what UX is, its importance, how to improve games (or other multimedia products), and in what way UX can be integrated in in their production pipeline in different phases of production.

The workshops on UI design will use an industry standard prototyping tool. The student will learn to create low-fidelity prototypes to test new setups and how to iterate on them towards a high-fidelity prototype for testing more fleshed-out ideas. Having developed a high-fidelity prototype, students will conduct a short evaluation to find out whether their redesign has achieved its design goal. As a closure for the course the student will digitally hand in their prototypes and a report outlining their design rationale.

Included in programme(s)

Creative Media & Game Technologies

School(s)

School of Communication, Media & IT

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