Vak: Vision on UX/UI — credits: 5

Vakcode	GTVP21VOU	**Werkvormen**	Opdracht
Naam	Vision on UX/UI	**Toetsen**	Vision on UX/UI - Overige toetsing
Studiejaar	2021-2022		
ECTS credits	5		
Taal	Engels		
Coördinator	I. Bril-Broers		

Leeruitkomsten

2A: The student demonstrates understanding of relevant visualisation techniques.
2B: The student knows and can reproduce appropriate prototyping methods.
2C: The student can elaborate under guidance simple digital prototypes.

3A: The student can conduct simple evaluations under guidance.
3B: The student acquires knowledge of user experience methods and techniques.
3C: The student can ideate a concept relevant to the problem context
4C: The student is aware of the impact their solutions might have and can articulate them in their process.

5B: The student infers and indicates concepts and solutions to complex problems.

Inhoud

The student will be offered several cases of products that can (should) be improved in their user interface and user experience. They select one case to focus on (either a game, app or website) 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 games' 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 Figma as a 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 work and a report outlining their design rationale.

Opgenomen in opleiding(en)

Creative Media & Game Technologies

School(s)

Instituut voor Communicatie, Media & IT