

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

COMM 642

COURSE TITLE

USER INTERFACE DESIGN

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course introduces pre-planning tools and strategies of preliminary web development utilizing user interface design. Students will learn how to create wireframes, site maps, storyboards and the difference between user interface and user experience. Topics include usability, content strategy and incorporating user experience into a website. Learning how to define the needs and goals of a target audience and determining the range of required features and functionality of a website are covered. (FT)

LECTURE/LABORATORY HOURS

80

ADVISORIES

Completion of Interactive Multi-Media Program or equivalent.

RECOMMENDED SKILL LEVEL

Possess a 10th grade reading level; ability to communicate effectively in the English language.

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by leaning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.
3. Critical Thinking
SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

COURSE GOALS

1. Introduce pre-planning tools and strategies of web development.
2. Learn the difference between user interface and user experience.
3. Learn principles and techniques of usability.
4. Understand content strategy.
5. Learn how to create wireframes, site maps, and storyboards.
6. Learn how to define the needs and goals of a target audience.
7. Learn to determine the range of required features and functionality of a website.

COURSE OBJECTIVES

Upon successful completion, the student will be able to:

1. Use and understand pre-planning tools and strategies of web development.
2. Explain the difference between user interface and user experience.
3. Demonstrate principles and techniques of usability.
4. Explain content strategy.
5. Explain and demonstrate wireframes, site maps and storyboards.
6. Explain how to define the needs and goals of a target audience.
7. Explain how to determine the range of required features and functionality of a website.

SECTION II

COURSE CONTENT AND SCOPE

1. Web Site Strategy and Planning
 - 1.1 Discovering the business strategy
 - 1.2 Defining the target audience
 - 1.3. Measuring success
2. Usability
 - 2.1. Principles
 - 2.2. Techniques
 - 2.3. Usability testing
3. Content Strategy
 - 3.1. Planning
 - 3.2. Understanding voice and tone
 - 3.3. Creating a content audit
 - 3.4. Categorizing
 - 3.5. Defining the audience
 - 3.6. Developing personas

COURSE CONTENT AND SCOPE (CONTINUED)

4. Site Map
 - 4.1. Creating a user flow
 - 4.2. Tools for creating sitemaps
5. Wire Frames
 - 5.1. Creating and use
 - 5.2. Tools for creating wireframes
6. Sketches
7. Storyboards
8. Prototype
 - 8.1. How prototyping helps the user experience
 - 8.2. Defining prototype goals
 - 8.3. Building effective prototypes
 - 8.4. Prototyping tools
9. User Experience (UX)
 - 9.1. Incorporating UX into a project
 - 9.2. Elements of UX
 - 9.3. What makes a good web user experience
 - 9.4. Navigation
 - 9.5. Site Layout
 - 9.6. Writing for the web
 - 9.7. Using media to enhance your site
 - 9.8. Good design practices

APPROPRIATE READINGS

Readings of appropriate reading level may include, but are not limited to materials such as a textbook, supplemental reading assignments, industry-related periodicals or magazines, manuals, videos, television programs about the internet, online help, articles posted on the internet, and information from web sites, online libraries and databases.

WRITING ASSIGNMENTS

Typical writing assignments may include completing assigned reports, providing written answers to assigned questions, performing internet research and reporting on that research.

OUTSIDE ASSIGNMENTS

Assignments may include, but are not limited to: appropriate internet research, reading, preparing reports and studying as needed to perform successfully in class.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Assignments which demonstrate critical thinking may include, but are not limited to creating a website plan, creating personas, participation in group discussions, identify best practices in regards to the end-user and justify reasoning behind design concentric choices. Students may also be expected to participate in online class discussion posts, in-class discussions and project reviews.

EVALUATION

Evaluation methods may include, but are not limited to performance in a variety of activities and assignments, such as completing a research project individually or in a group, hands-on projects, demonstration of use of information architecture, quizzes, class participation, written and practical tests, attendance and punctuality.

Upon successful completion of the course a Certificate of Course Completion will be issued. Upon successful completion of all courses in the program a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to lectures, discussion, hands-on demonstrations, computer-assisted instruction, laboratory assignments and field trips. This course, or sections of this course, may be offered through distance education.

TEXTS AND SUPPLIES

Books

The UX Book: Process and Guidelines for Ensuring a Quality User Experience, Rex Hartson, Morgan Kaufmann, current edition

User Interface Design for Programmers, Joel Spolsky, Apress, current edition

Smashing UX Design: Foundations for Designing Online User Experiences, Jesmond Allen and James Chudley, Wiley, current edition

Don't Make Me Think: A Common Sense Approach to Web Usability, Steven Krug, New Riders, current edition

Lean UX: Applying Lean Principles to Improve User Experience, Jeff Gothelf, New Riders, current edition

Online Video Training:

www.lynda.com

Supplies:

Pen, journal (composition book), notebook paper and a soft 3-ring binder, or a one-subject 110 sheet college ruled notebook, and appropriate storage media such as a USB Drive or external hard drive.

PREPARED BY Emily Kay DATE February, 16, 2014

REVISED BY _____ DATE _____

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog