MEDIA 225 : User Interface and User Experience Design

Credits 5
Quarter Offered Fall
Learn how to develop user interfaces and user experiences that are inclusive, interactive, accessible, responsive, intuitive, and driven by human centered approaches that make products both functional and visually appealing. Students will use modern tools and principles of psychology to engage users as they interact with digital products and applications. This class may include students from multiple sections.

Course Outcomes

Define and differentiate user interface (UI) experience (UX) design for digital projects and applications.

Develop user interfaces and user experiences with storytelling techniques that apply principles for accessibility, intention, and clear communication.

Identify the basics of human-computer interaction and the psychology behind user decision-making to identify problems and patterns, accelerate delivery, and communicate solutions.

Apply iterative design thinking methodology, user-centric design research, visual prototyping, web wireframing, style guides, interface design, storyboarding, and visual design theory to a project.

Create, test, analyze, refine process and purpose with industry-standard tools to improve audience engagement and satisfaction.

Develop a project portfolio of UI and UX assignments.

Create User Interfaces and User Experiences that are intuitive and connect with intended users from a target audience.