SOUTHEAST COMMUNITY COLLEGE
DIVISION OF ARTS AND SCIENCES
Graphic Design | Media Arts Program
Revision Date: 07-01-25

I. CATALOG DESCRIPTION

Course Number:	GDMA1457
Course Title:	Introduction to UI/UX Design
Prerequisite(s):	GDMA1455
Catalog Description:	This course introduces both user interface and user experience design principles related to digital product design, with a focus on designing mobile and web applications.
Credit Hours:	3.0
Class Hours:	45
Lab Hours:	0
Total Contact Hours:	45

II. COURSE OBJECTIVES: *Course will:*

A. Introduce both user interface and user experience design and discuss the differences between the two.
B. Explore the concept of human-centered design, and the preceding history and methodology.
C. Introduce the method and importance of creating both user task flows and user journeys before beginning the design phase.
D. Discuss and demonstrate the importance of user personas
E. Introduce user interface design principles related to digital product design, including affordances and core principles such as clarity and flexibility of designs.
F. Explore user testing and the role it plays in the design process.
G. Introduce design systems related to modern digital product design.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES:

A. Student Learning Outcomes: *Student will be able to:*
  1. Define and demonstrate their understanding of key terminology related to interactive design.
  2. Make design decisions based on user research for to make designs that are intuitive and rewarding to the user.
  3. Consult user personas at the correct stage of the design process.
  4. Create user task flows and user journeys that inform their design decisions.
  5. Conduct user testing and incorporate the results into design revisions.
  6. Design interfaces that utilize affordances to allow for efficient navigation.
  7. Understand the importance of documenting components and assets into a design system to be shared by a team.
B. General Education Learning Outcomes (GELOs)
  1. GELO #3: Critical Thinking & Problem Solving
  Outcome 4: Evaluate the validity of arguments, alternatives, data, outcomes, and/or impacts of actions.

IV. CONTENT/TOPICAL OUTLINE

A. Introduction of interactive design
B. Breakdown of UI compared to UX design

C. Human-centered design
D. Usability principles
E. User task flows and user journeys
F. User personas
G. UI design principles
H. Affordances
I. User testing
J. Design systems

V. INSTRUCTIONAL MATERIALS

A. Required Text(s): None
B. Other Resources:
  1. Handouts: worksheet, tutorial, assignment, and project
  2. Assigned videos and online articles

VI. METHODS OF PRESENTATION/INSTRUCTION

A. Methods of presentation typically include a combination of the following:
  1. Lecture
  2. Demonstrations
  3. Peer critiques
  4. In-class exercises and activities
  5. One-on-one teaching

VII. METHODS OF EVALUATION

A. Methods of evaluation, although determined by the individual instructor, traditionally includes a combination of the following:
  1. Assignments
  2. Exercises
  3. Tests
  4. Critique participation
  5. Class conduct

VIII. SPECIFIC COURSE REQUIREMENTS

A. Student must complete this course with a minimum course grade of "C" (70%).
B. By enrolling in this course the student agrees to follow all GDMA program policies.