

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year III, Semester VI

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| Course Code | CDPR 321 |
| Course Title | UI - UX II (App Design) |

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Apply the knowledge and learnings from this course to their own professional work as a User Experience Designer, UX Designer, Information Architect, Usability Engineer etc.
2. Apply learnings in designing Mobile applications, Enterprise and consumer software products and applications.

Syllabus:

Teaching hours: 105

Unit 1: Introduction to UX/UI

Teaching hours: 18

1. User Interaction with products, applications and services – Cognitive Model/Mental Model
2. Why UX/UI Design
3. What is UX/UI Design and user psychology

Unit 2: Elements of UI –UX Design

Teaching hours: 18

1. Research methods and tools
2. Ideation on idea
3. Business Goals and existing applications
4. Customer Group and ‘persona’ development
5. Contextual inquiry
6. Storyboards, Understanding information flow and Information Architecture

Unit 3: UX Design Process and Research methodology

Teaching hours: 18

1. Interaction pattern and Current trends in the market
2. Elements of UI –UX Design
3. Wire frame and paper prototyping
4. User testing and feedback

Unit 4: UX Design prototype**Teaching hours: 18**

1. Final flow and interaction
2. Graphical User Interface
3. Hands-on assignments for prototyping Apps
4. Marketing USP

Unit 5: Software Tools**Teaching hours: 33**

1. MIT App Inventor
2. Android GUI development (Basic level)
3. Mobile web development

Suggested Readings:

1. *The Elements of User Experience: User-Centered Design for the Web* by Jesse James
Publisher: New Riders
2. *Observing the User Experience: A Practitioner's Guide to User Research* by Mike
Kuniavsky, Publisher: Morgan Kaufmann
3. *Sketching User Experiences: Getting the Design Right and the Right Design Book* by
Bill Buxton, Publisher: Morgan Kaufmann
4. *Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests
(Paperback)* by Jeffrey Rubin, Publisher: John Wiley & Sons

w.e.f. Academic year _2019 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit