

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester V

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Course Code	CDSK 311
Course Title	UI - UX I (Website Design)

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Develop design expertise to create comprehensive websites for mobile and computer platforms
2. Determine User Interface and User Experience design for enhance communication
3. Analyze the design brief, its purpose, function and potential consumer segment
4. Understand hosting domains, and be conversant with programming languages

Syllabus:

Teaching hours: 105

Unit 1: Web Technology: Telecommunication and Internet technology

Teaching hours: 12

- 1.1. **Internet & Hosting:** Domain and Domain Server DNS; Hosting and Type of Hosting Server
- 1.2. **Third Party Application:** Payment Gateway, SSL (Secure Sockets Layer) Secure Site Certificates
- 1.3. **Software Support:** Exploration of application; Coding HTML (Hypertext Mark-up Language); Embedded to HTML: PHP (Hypertext Pre-Processor), Java (Programming Language); Python (Dynamic language without compiler) etc.

Unit 2: Development of Design Brief

Teaching hours: 30

1. Articulate Business/Concept Brief; Purpose of Web Site
2. Literature study of existing similar Products; Competitor Analysis
3. Identification of Target User group and other significant stakeholders
4. Keyword Generation based on final Design brief
5. Content development

Unit 3: Design Research and Development

Teaching hours: 48

1. Static / Dynamic (Interactive) / e-commerce
2. Study of User experience and User Interfacing- User Flow (Navigation), Current GUI trends and Creating Graphic User Interface (GUI)

3. Concept Explorations and Final Concept with Grid (Table), Typeface, Colour, Icons, Images for Mouse over, Hyper Link Pages, .html Page creation, Search Box Widget (site map)
4. Photography and Photo editing
5. User Testing and Refinement

Unit 4: Hosting and Optimizing

Teaching hours: 15

1. Uploading pages in to Hosting Server (ftp/c panel)
2. Server Configuration and testing all links and navigation
3. Optimizing for the search engines, Social media, Email Marketing,
4. Webalizer Analysis and reporting
5. Documentation, Specifications, etc.

Suggested Readings:

1. *The Elements of User Experience: User-Centered Design for the Web* by Jesse James
Publisher: New Riders, 2010
2. *Observing the User Experience: A Practitioner's Guide to User Research* by Mike Kuniavsky,
Publisher: Morgan Kaufmann, 2012
3. *Sketching User Experiences: Getting the Design Right and the Right Design Book* by Bill Buxton, Publisher: Morgan Kaufmann, 2007
4. *Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (Paperback)* by Jeffrey Rubin, Publisher: John Wiley & Sons, 2008