NIRMA UNIVERSITY

Institute:	**Institute of Design**
Name of Programme:	**B.Des. in Communication Design, B.Des.in Industrial Design**
Semester:	**V**
Course Code:	**CDSK 313E**
Course Title:	**Introduction to UX Design**
Course Type:	**Institute Elective**
Year of introduction:	**2023**

L	T	Practical component				C
		LPW	**PW**	**W**	**S**	
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Course Learning Outcomes (CLO):

At the end of the course, the students will:

1. Understand User Interface, User Interaction and User Experience design for enhanced communication on digital platforms (BL1)
2. Articulate a design need and purpose, to build a digital User Interface for a better User Interaction and Experience, for intended user groups (BL2)
3. Develop designs to build digital User Experience (BL5)

Syllabus: Total Teaching hours: 60

Unit	Syllabus	Teaching hours
Unit-I	**Introduction to UI-UX Design** 1.1 Fundamentals of UI-UX Design and associated terminologies 1.2 Identification of design need and Target User Group 1.3 Customer Profile; Understanding 'User Persona' 1.4 Understanding flow and Information Architecture	15 hours
Unit-II	**Development of Design Brief** 2.1 Study of User Experience and User Interface: User Flow (Navigation), Current GUI trends 2.2 In depth understanding of the idea and its context 2.3 Create Graphic User Interface (GUI) 2.4 Wireframes and paper prototyping 2.5 User testing and refinement	20 hours
Unit-III	**UI- UX Design prototype** 3.1 Design style guide development 3.2 Introduction to Application Design using Figma software and understanding its use and relevance in industry 3.3 Hands-on assignments for clickable prototyping 3.4 Final application with UI Design and Interaction	25 hours

Suggested Readings/ References:	1.	The Elements of User Experience: User-Centered Design for the Web by Jesse James, Published by New Riders, 2010
	2.	Observing the User Experience: A Practitioner's Guide to User Research by Mike Kuniavsky, Published by Morgan Kaufmann, 2012
	3.	Sketching User Experiences: Getting the Design Right and the Right Design by Bill Buxton, Published by Morgan Kaufmann, 2007
	4.	Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests (Paperback) by Jeffrey Rubin, Published by John Wiley & Sons, 2008
	5.	Inmates are Running the Asylum by Alan Cooper Published by Sams Publishing; 2nd edition, 2004

W.e.f from Academic Year 2023 and onwards
Key: L= Lecture, T= Tutorial, P= Practical, C= Credit