TAMWOOD

Course Syllabus

Visual Design for User Experience

SCHEDULE AND ACTIVITIES

Modules	Topics and Lesson Objectives	Activities	Assessment Due
1	**Digital Colour Theory** • Overview the origin of colour and its relation to light and sight • Play roles visible light in perception of colours • Explain how sight, eye perceives and interprets colour • Introduce what colour is, the simple colour models, and colour characteristics • Show the relationship between tints, shakes, tones, and colour triangle **Working with Digital Colour** • Distinguish digital colour models: RGB (Red, Green, Blue), and CMYK (Cyan Magenta Yellow Black) • Explore the digital palette and colour matching systems • Use colour management systems (CMS) support digital design • Discover how colour appears on screens • Apply and edit colour in the graphic design **Colour Output** • Apply methods and tools for viewing digital output and their impact on colour **Colour Output** • Demonstrate commercial printing: digital colour separation, printer's marks, offset printing, trapping, dot gain, under colour removal, high fidelity colour, and ink and paper **The role of colour in UX** • Discuss the roles of colour in UX	• Review course outline and requirements • Read Chapters 1, 2, 3 - Digital Colour in Graphic Design • Read Supplementary Material: International Color Consortium color.org/faqs.xalter • Read assigned resources from Instructor • Complete in class activities	
2	**Orchestration and Flow** • Demonstrate how to orchestration, flow, and transparency in UX design • Explore the concept of "less is more" and how UX designers strive to increase functionality with the least effort • Integrate motion and animated transitions in UX design to support user flow	• Read Chapters 11 & 17 – About Face: The Essentials of Interaction Design • Read assigned resources from Instructor • Complete in class activities • Complete Coursework #1 • Complete midterm project	Coursework #1 – 10% Midterm project – 20% Instructor determines specific date and time.

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	Integrating Visual Design • Communicate and achieve users' goals through visual design • Differentiate between visual art and visual design • Apply principles and elements of visual interface design in UX design • Design consistency and standards in visual design • Distinguish benefits and risks associated with interface standards		
3	**Designing Multi-Device Experiences (Screen design)** • Introduce the three key design approaches for addressing multidevice design: Consistent, Continuous, and Complementary • Compare mobile device design pre- and post-iPhone launch • Explore how app stores and tablets impacted multi-device development and design • Explore products such as Google Search, Trulia, and products and discuss how visual changes and functional adjustments accommodate different devices' screen size, form factor, and interaction model • Apply the continuous approach in UX design	• Read Chapters 1 – 3 Designing Multi-Device Experiences, An Ecosystem Approach to User Experience Across Devices • Read assigned resources from Instructor • Complete in class activities	
4	**Designing Multi-Device Experiences** • Explore products such as Apple AirPlay, Amazon Kindle, and products to show how multiple devices support continuation of both single activity and a sequence of activities to achieve user goals • Apply complementary approach where multiple devices interact as an ensemble in UX design • Explore relationships between devices through products such as collaborative games, media, and entertainment • Compare the main characteristics of the three key design approaches for multiple devices • Integrate different design approaches across devices	• Read Chapters 3 ~ 5 Designing Multi-Device Experiences, An Ecosystem Approach to User Experience Across Devices • Read assigned resources from Instructor • Complete in class activities • Complete Coursework 2 • Complete Final Project • Complete Final Exam	Coursework 2 – 10% Complete Final Project – 30% Complete Final Exam – 25% Instructor determines specific date and time.

	• Demonstrate the benefits of ecosystem design		