**CTE** **Model** **Curriculum** **Worksheet**

Title: **UX** **User** **Experience** **Design** **Basics** *(FAST* *TRACK:* *Certificate* *in* *one* *year)*

Total units **18** *(all* *units* *are* *semester* *units)*

Award Type (*indicate* *one)*:

\_\_\_AA \_\_\*AS \_\_Low-Unit Certificate \*AS should be used for CTE and STEM.

**“Core”** **Courses:**

\_X\_\_Certificate (≥12units)

**12** units

|  |  |  |
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| **Title** **(units)** | **C-ID** **Designation** | **Rationale** |
| Intro to Digital Media (3) | DMGR 100 X | Industry Standards & Expectations |
| Design Principles (3) | DMGR 110 X | Industry Standards & Expectations |
| Intro to Social Media (3) | DMGR 120 X | Industry Standards & Expectations |
| DM Business Basics & Portfolio (3) | DMGR 130 X | Industry Standards & Expectations |

**Select** **SIX** **units** **or** **ALL** **courses** **from** **the** **following:** **6** units

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| Web Design Fundamentals (3) | See Sample Course | This course is an introduction to web design & development. Topics include web hosting, file management, FTP, target audience, design process, site maps, optimizing images, HTML, CSS, and the basics of responsive web design. Students will develop websites using online building sites. |
| User Experience Design (3) | See Sample Course | Industry Standards & Expectations |

**FIRST SEMESTER EXAMPLE (9 units):**

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| Intro to Digital Media (3) | DMGR 100 X |  |
| Design Principles (3) | DMGR 110 X |  |
| Intro to Social Media (3) | DMGR 120 X |  |

**FINAL SEMESTER EXAMPLE (9 units):**

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| Web Design Fundamentals (3) | See Sample Course |  |
| DM Business Basics & Portfolio (3) | DMGR 130 X |  |
| User Experience Design (3) | See Sample Course |  |

**WEB DESIGN FUNDAMENTALS - SAMPLE** **COURSE**

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| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): | |
| General Course Title: **Web Design Fundamentals** | | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION**  This hands-on course introduces the student to the basics of web design, internet history, HTML, web terminology and website development using HTML and open source Content Management Systems (CMS). Emphasis is placed on the basics of creating, customizing, securing and maintaining the content, data and design of the Website using Content Management Systems. Open source CMS tools such as WordPress. This course is intended for students studying web design and professionals updating their skills. | | |
| **JUSTIFICATION**  Every business, artist, performer, hobbyist, organization need a web presence. The demand for web designers with technical and creative digital media skills increasing. | | |
| Required Prerequisites: Digital Imaging | | |
| **COURSE CONTENT**  • History of the internet  • Basic web authoring terminology.  • Web design best practices.  • Website structure.  • Interactive Forms.  • Explore responsive design  • Hypertext Markup Language (HTML) code, behaviors and tags.  • Introduction to Cascading Style Sheets (CSS) including CSS tags.  • Create folders and manage files and folders on the hosting server.  • Acquiring domain name and hosting services.  • Preparing images for use on the internet using the appropriate file format.  • Install, configure and manage blogs and content management systems (CMS). | | |
| **COURSE OBJECTIVES**  *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*   * Choose a hosting service and a domain name appropriate to the goals for the website. * Summarize how designers make decisions about the type of content to include in a web authoring project, including considerations such as copyright, project fit, permissions, and licensing. * Use appropriate CMS tools to create, control and manage website. | | |
| **METHODS OF EVALUATION**  · Written Assignments  · Projects (solo/group)  · Problem Solving Exercises  · Quizzes/Exams | | |
| **TEXTBOOKS**  OER Materials  **-OR-**  *Learning Web Design*  by Jennifer Robbins  **-AND-**  *Blogger's Quick Guides*  **-OR-**  *Web Design: Introductory*  Jennifer T. Campbell  **-AND-**  *WordPress for Beginners: A Visual Step-by-Step Guide to Mastering WordPress*  by Dr. Andy Williams | | |

**USER EXPERIENCE DESIGN - SAMPLE** **COURSE**

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| Discipline: Digital Media Graphics (DMGR) | Proposed Sub-discipline (if applicable): | |
| General Course Title: **User Experience Design** | | Min. Units 3 |
| **GENERAL COURSE DESCRIPTION**  This project-based course to the user interface design process and is oriented toward practical methods for approaching a design problem. The focus of the course is to develop conceptual designs based on the needs of users. Students will be introduced to user research methods, storytelling, design sketching and design validation. | | |
| **JUSTIFICATION**  UX/UI design skills are increasingly sought after in the in the industries of advertising, graphic design, filmmaking, web development and gaming. | | |
| Required Prerequisites: | | |
| **COURSE CONTENT**   * Appreciate the process of user experience design as a cyclical, iterative process * Understand the differences between usability and user experience * Convey user research findings with personas and scenarios * Learn to give and accept critiques of design ideas in a constructive manner * Case studies * Cycle of innovation * Anatomy of sketching * Experience design vs. interactive design * Prototypes * Design thinking * Visual storytelling * Simple animation | | |
| **COURSE OBJECTIVES**  *At* *the* *conclusion* *of* *this* *course,* *the* *student* *should* *be* *able* *to:*   * Gather useful information about users and organize information about users into useful   summaries with affinity diagrams   * Demonstrate skills for low-fidelity prototyping and describe the strengths and weaknesses of a variety of prototyping methods * Analyze an interaction design problem and propose a user-centered process, justifying the process and identifying the trade-offs * Prepare high quality, professional documentation and artifacts relating to the design process for preparation for a professional portfolio | | |
| **METHODS OF EVALUATION**  · Written Assignments  · Projects (solo/group)  · Problem Solving Exercises  · Quizzes/Exams | | |
| **TEXTBOOKS**  OER Materials  **-OR-**  *Sketching User Experiences: Getting the Design Right and the Right Design*  by Morgan Kaufmann | | |