

QF01/0408-4.0E	Course Plan for Bachelor program - Study Plan Development and Updating Procedures/ Department
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Study plan No.	2021/2022		University Specialization		Software Engineering	
Course No.	0114391		Course name		User Experience Design	
Credit Hours	3		Prerequisite Co-requisite		Human Computer Interaction	
Course type	<input type="checkbox"/> MANDATORY UNIVERSITY REQUIREMENT	<input type="checkbox"/> UNIVERSITY ELECTIVE REQUIREMENTS	<input type="checkbox"/> FACULTY MANDATORY REQUIREMENT	<input type="checkbox"/> Support course family requirements	<input type="checkbox"/> Mandatory requirements	<input checked="" type="checkbox"/> Elective requirements
Teaching style	<input type="checkbox"/> Full online learning		<input type="checkbox"/> Blended learning		<input checked="" type="checkbox"/> Traditional learning	
Teaching model	<input type="checkbox"/> 2Synchronous: 1asynchronous		<input type="checkbox"/> 2 face to face : 1synchronous		<input checked="" type="checkbox"/> 3 Traditional	

Faculty member and study divisions information (to be filled in each semester by the subject instructor)

Name	Academic rank	Office No.	Phone No.	E-mail	
Dr. Mohammad Abdallah	Assistant Professor	9111	-	m.abdallah@zuj.edu.jo	
Division number	Time	Place	Number of students	Teaching style	Approved model

Brief description

This Course offers hands-on, projects-based learning that teaches the history, principles, tools, and practice of User Interface (UI) and User Experience (UX) Design.
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Learning resources

Course book information (Title, author, date of issue, publisher ... etc)	UX Design: A Field Guide To Process And Methodology For Timeless User Experience, by Steven Miller, Independently published (March 13, 2021).				
Supportive learning resources (Books, databases, periodicals, software, applications, others)	<ol style="list-style-type: none"> 1- Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (Voices That Matter), by Steve Krug, New Riders; 3rd edition (December 24, 2013). 2- The Design of Everyday Things: Revised and Expanded Edition, by Don Norman, Basic Books; Revised edition (November 5, 2013). 3- Laws of UX: Using Psychology to Design Better Products & Services, by Jon Yablonski, O'Reilly Media; 1st edition (May 12, 2020). 4- UX for Beginners: A Crash Course in 100 Short Lessons, by Joel Marsh, O'Reilly Media; 1st edition (January 12, 2016). 				
Supporting websites	https://www.edraak.org/course/course-v1:Edraak+UX1+2018_T1/ (free online course).				
The physical environment for teaching	<input checked="" type="checkbox"/> Class room	<input type="checkbox"/> labs	<input checked="" type="checkbox"/> Virtual educational platform	<input type="checkbox"/> Others	
Necessary equipment and software	https://www.figma.com/ux-design-tool/				
Supporting people with special needs	-				
For technical support	-				

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Course learning outcomes (S= Skills, C= Competences K= Knowledge,)

No.	Course learning outcomes	The associated program learning output code
Knowledge		
K1	Understand the definition and principles of UI/UX Design in order to design with intention.	MK4
K2	Achieve a deep understanding of the entire life-cycle of design—the process, purpose, and tools.	MK3
K3	Learn the basics of User Experience and the psychology behind user decision-making.	MK5
Skills		
S1	Ability to discover the industry-standard tools and specific project deliverables in UI/UX.	MS3
S2	Ability to define the users and their design requirements.	MS4
Competences		
C1	Ability to make design decisions, through presentations of assignments and your personal portfolio	MC3
C2	Ability to analyze the design requirements and measure its quality.	MC4

Mechanisms for direct evaluation of learning outcomes

Type of assessment / learning style	Fully electronic learning	Blended learning	Traditional Learning (Theory Learning)	Traditional Learning (Practical Learning)
Midterm exam	30%	30%	40%	30%
Participation / practical applications	0	0	10%	30%
Asynchronous interactive activities	30%	30%	0	0
Final exam	40%	40%	50%	40%

Note: Asynchronous interactive activities are activities, tasks, projects, assignments, research, studies, projects, work within student groups ... etc, which the student carries out on his own, through the virtual platform without a direct encounter with the subject teacher.

Schedule of simultaneous / face-to-face encounters and their topics

Week	Subject	learning style*	Reference **
1	UX Design: Definition	Lecture	5-25
2	Users	Lecture	25-35
3	Design Thinking	Problem Solving	35-40
4	Designing the Product	Lecture	40-47
5	Lean and Business Model Canvas	Lecture	47-52
6	Researching Product	Lecture	52-64
7	Analyzing Users and Personas	Problem Solving	64-75
8	The Design Process	Lecture	77-79

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9	Rough Sketching and Wireframing	Problem Solving	79-82
10	Prototyping	Problem Solving	81-85
11	Design Specifications	Lecture	85-91
12	Agile UX	Lecture	91-94
13	Lean UX	Lecture	94-101
14	Visual Design Principles	Lecture	101-107
15	UX Optimization	Lecture	113-121
16	Final Exam		

* Learning styles: Lecture, flipped learning, learning through projects, learning through problem solving, participatory learning ... etc.

** Reference: Pages in a book, database, recorded lecture, content on the e-learning platform, video, website ... etc.

Schedule of asynchronous interactive activities (in the case of e-learning and blended learning)

Week	Task / activity	Reference	Expected results
1	Reading: Empathy Field guide	Text Book	Summary of what was read
2	Exercise: Empathy Field guide	Text Book	Questions Solutions
3	Reading: Interaction Design	Text Book	Summary of what was read
4	Exercise: Interaction Design	Text Book	Questions Solutions
5	Reading: Don't Make Me Think	Don't Make Me Think	Summary of what was read
6	Exercise: Don't Make Me Think	Don't Make Me Think	Questions Solutions
7	Reading: Design of Everyday Things	Don't Make Me Think	Summary of what was read
8	Exercise: Design of Everyday Things	Don't Make Me Think	Questions Solutions
9	Reading: Refactoring UI	Text Book	Summary of what was read
10	Exercise: Refactoring UI	Text Book	Questions Solutions
11	Reading: Creating UI Design	Text Book	Summary of what was read
12	Exercise: Creating UI Design	Text Book	Questions Solutions
13	Reading: Visual Display of Information	Text Book	Summary of what was read
14	Exercise: Visual Display of Information	Text Book	Questions Solutions
15	Final Project	Text Books	Final Project
16	Final Project	Text Books	