



COURSE OUTLINE

DES221

Introduction to Interaction & UX Design

Course Coordinator: David Harris (dharris2@usc.edu.au) **School:** School of Business and Creative Industries

2021 Semester 1

USC Sunshine Coast
USC Moreton Bay

ON CAMPUS

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE 1

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course will introduce you to the concepts of User Interface (UI), User Experience (UX) and Interaction design together with the codes, tools, skills and standards required to create effective interactive media for online environments. You will learn the critical relationships between varying interface and interaction design elements. These elements include ideation, wireframing, prototyping, information architecture, user scenarios and usability testing. You will also learn HTML5 and CSS writing, search engine optimisation and critical communication skills.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ON CAMPUS			
Laboratory – On campus laboratory for 12 weeks (or equivalent).	3hrs	Week 1	12 times
ONLINE 1			
Online – 3 hours online content for 12 weeks (or equivalent).	3hrs	Week 1	12 times

1.3. Course Topics

- History of interactive design
- Interactive technology
- UX Design
- Interaction in online environments
- Web Design
- Visual design principles for interactive environments
- Making Interaction

2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Design and develop an interactive experience.	Creative and critical thinker Empowered
2 Produce creative and innovative solutions in response to project and client briefs.	Empowered
3 Demonstrate and apply an understanding of interactive media.	Knowledgeable Empowered
4 Research and develop UX personas for use in user experience design.	Creative and critical thinker Engaged
5 Critically evaluate the effectiveness of a website user interface, user experience and interaction design.	Creative and critical thinker Sustainability-focussed

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Basic computer skills

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Exercise one of the portfolio will be reviewed in week 4.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Artefact - Creative, and Written Piece	Individual	30%	Multi-page website.	Week 5	Online Assignment Submission
All	2	Portfolio	Individual	30%	Specific task details can be found on Blackboard in the Task 2 folder.	Week 10	Online Assignment Submission
All	3	Artefact - Creative, and Written Piece	Individual	40%	Interactive experience and 1000 word critical reflection.	Week 13	Online Assignment Submission

All - Assessment Task 1: Website design and development

GOAL:	To design, build and critically evaluate a multi-page website in response to a brief																			
PRODUCT:	Artefact - Creative, and Written Piece																			
FORMAT:	You will design and build a simple, multi-page website that provides insight into your professional ambitions post university. The website should reflect your personal style and consider best practice in the writing and production of online content and website development. All steps including research, ideation, sketching and developmental processes must be included in your documentation. The full project brief, along with relevant readings, links and examples is available on Blackboard in the Task Folder.																			
CRITERIA:	<table border="1"> <thead> <tr> <th>No.</th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Develop and style with introductory HTML5 and CSS markup</td> </tr> <tr> <td>2</td> <td>Correct application of file structure, file type and naming conventions</td> </tr> <tr> <td>3</td> <td>Production and optimisation of topic content and writing.</td> </tr> <tr> <td>4</td> <td>Test HTML5 and CSS to industry standards.</td> </tr> <tr> <td>5</td> <td>UI design relates to the website content.</td> </tr> <tr> <td>6</td> <td>Present and explain a topic and related website aesthetic rationale.</td> </tr> <tr> <td>7</td> <td>Documentation of research and design processes.</td> </tr> <tr> <td>8</td> <td>Assessment criteria are mapped to the course learning outcomes.</td> </tr> </tbody> </table>	No.	Learning Outcome assessed	1	Develop and style with introductory HTML5 and CSS markup	2	Correct application of file structure, file type and naming conventions	3	Production and optimisation of topic content and writing.	4	Test HTML5 and CSS to industry standards.	5	UI design relates to the website content.	6	Present and explain a topic and related website aesthetic rationale.	7	Documentation of research and design processes.	8	Assessment criteria are mapped to the course learning outcomes.	<p>1 2 3 4 5</p>
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All - Assessment Task 2: Interactive Design Portfolio

GOAL:	Explore a range of interaction design problems through a series of exercises presented as a portfolio.
PRODUCT:	Portfolio
FORMAT:	Tutorial exercises will be compiled and presented as a cohesive digital portfolio. All exercises, along with relevant readings, links and examples are available on Blackboard in the Task 2 Folder.

CRITERIA:	No.	Learning Outcome assessed
	1	Interpretation of a brief to provide a creative and functional solution
	2	Produce valid, semantic HTML.
	3	Application of UI/UX/ID principles.
	4	Correct application of filing, file type selection, naming convention, image sizing and compression.

All - Assessment Task 3: Interactive Experience

GOAL:	To design, prototype and develop an interactive experience.	
PRODUCT:	Artefact - Creative, and Written Piece	
FORMAT:	You will create a prototype for an original interactive experience in a format negotiated with your tutor. All steps including research, ideation, sketching and development processes must be included in your documentation. The full project brief, along with relevant readings, links and examples is available on Blackboard in the Task 3 Folder.	
CRITERIA:	No.	Learning Outcome assessed
	1	Develop and deliver an original concept for an interactive experience. 1 3
	2	Prototype the interface design for intended audience. 3 4
	3	Demonstrate an understanding of interactive technology 3
	4	Application of technical skills in UX design. 5
	5	Critically reflect on the success of the interactive experience. 5
	6	Documentation of research, coding and design processes. 3 5

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

This course requires some commercial software or hardware which is provided at USC campuses for student use. If you elect to do this course online, you may either; attend a campus at which it is available, discuss alternative open source solutions with your course coordinator that would enable you to demonstrate the learning outcomes, or if you prefer you may acquire this software and / or hardware at your own expense.

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au