

ADES 4523 - Advanced User Experience Design

Syllabus

Course Catalog Description:

Guides students through the research, definition, and design phases of an interactive system, producing a capstone project and case study.

Instructor Cassini Nazir

Schedule

Mondays and Wednesdays in person, 3-5:50 PM in room 284 in the CVAD Building

Office Hours

By appointment

Software

You will be doing much of your digital UX design work in Figma.

Course Goals & Outcomes

The goal of this course is to teach students Design/UX problem-solving and to prepare them for what will be expected of them in a corporate atmosphere. Students will emerge with a broader understanding of Design and Design Thinking. They will expand their understanding of what is to be a professional designer. They will learn how to leverage their design skills and broaden their career opportunities in doing so. Design takes many forms (Physical products, Digital products, Experience design, etc...)

Special topics in design will be introduced. Students will also benefit from visiting speakers and stakeholders.

Students will finish the course with a professional case study that will thoroughly demonstrate their knowledge and skills as a designer. Some of the design artifacts students will be producing are:

- Survey data and analysis
- Personas
- User journeys and flow charts
- Research summaries
- KPIs (key performance indicators)
- Flow charts
- Sketches, wireframes, and interactive prototypes
- User testing

- Professional case study

All students enrolled in ADES 4523 are expected to complete all the readings that will be assigned to them as the semester progresses. The knowledge you will gain from this material will directly and positively affect their coursework. Individual students will be expected to engage in critical dialogue with the instructor and their peers over the entire semester. Large portions of these exchanges will be informed by what you have understood and employed from your readings.

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Required Texts

- Articulating Design Decisions (2nd ed.) by Tom Greever
- TBA

Course Materials

Figma

Sketch pad and pens and pencils to sketch with

Grading Policies

All grades for each student/student team will be recorded in Canvas. Each student will be graded according to their participation in class discussions. The amount of effort put into each assignment will also be factored into each student's assignment grade. The final case study will be graded on how well students evolved their design solution from start to finish based on how well they used research, data, and user testing to guide their design decision-making.

A general guideline for grading is:

Participation (discussions, attendance, & readings) 25%

Assignments & Class Presentations 25%

Final Case Study (execution, effort, and quality) 50%

Note: Tests and Quizzes will factor into grades as they are announced.

Credits and Prerequisites

All students enrolled in this course must have already taken and successfully passed (i.e., earned a final course grade of "C" or better): the following courses: ADES 1500, ADES 1513, ADES 1543, ADES 2513, ADES 2518, ADES 2523, ADES 3503, ADES 3513, and ADES 3548. ADES 4523 is a three-credit hour,

undergraduate course that is required for all UNT CVAD Communication Design majors seeking a B.F.A. in Communication Design with a concentration in User-Experience Design. This course may NOT be taken by ANYONE who has not met its prerequisites or is NOT a UXDT major.

Schedule

This course spans the Fall 2025 semester.

Note: Unforeseen dates may arise that may necessitate a remote class or work day. So, always check Canvas and emails for special announcements. I will do my best to give much prior notice.

Research Phase (Teams)

Aug 21 to Oct 2

Topics

Intro, Topic, & Teams

Build Survey

Interpreting Data

Digging Deeper Into The Data User Interviews

Affinity Mapping

Personas

Journey Map

Define The Problem & Hypothesis Solutioning & Prioritization

Research Wrap Up

Design Phase (Teams or Individuals)

Oct 9 to Nov 23. Topics

Reading Assignment Sketching Flowcharts

Card Sorting

Mid-Fi Prototypes
KPIs
Mediated User Testing
Atomic Design / Design System
Mid-Fi Iteration
Interaction States
Hi-Fi Prototypes & Test
UX Animations
Unmediated User Testing & Final Iteration

Case Study Phase (Individual)

Case Study Intro
Case Study Check In & Feedback Case Study Check In &
Feedback Interview Advice –
Final Case Study Due date TBA.

NOTE: This syllabus is subject to change.