

Module/Course Description/Syllabus

Module:	UX Project (User Experience Project)		
Module courses:	User Experience Project		
Course Title:	User Experience Project		
Recommended alternative module or courses:	-		
Course of studies:	Information Management and Corporate Communications (IMUK)		
HISinOne Code:	2260300		
Study Cycle:	<input checked="" type="radio"/> first	<input type="radio"/> second	<input type="radio"/> third
Frequency:	<input type="radio"/> winter term	<input type="radio"/> summer term	<input checked="" type="radio"/> each semester
Language competence Level: <input type="checkbox"/>			
Responsible for the Module/Course:	Prof. Patricia Franzreb		
Lecturer/s:	Prof. Patricia Franzreb		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:	face-to-face		
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 6th semester
Teaching Methods:	Seminars, exercises, presentations,	Volume: hours per semester week	04
	group work		
Work parameters:	Contact hours in lecture form 45	Excercises (hours) 60	Self-studies (hours) 45
			All together (hours) 05
			ECTS-Credits: 05
Number of Participants:	70		Length of programme: 1 semester
Use for other studies:	Design Thinking, User Interface Design, Innovation, Entrepreneurship, Digitalisation		

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<p>Prerequisites:</p>	<p>Taking part in and passing the following modules: Project management, Media design I and II, Multimedia production and management, Design</p> <p>Media technology and web engineering</p> <p>Previous experience recommended: Adobe Photoshop, InDesign, UXD or Sketch, Dreamweaver or InVision or Axure</p>
<p>Learning outcomes:</p>	<p>In the module UX Project knowledge and skills will be applied to an extensive practical project. Projects are selected accordingly. Special focus is on Design Thinking and User Experience Design processes, on creating products or services that people really need and on innovative forms of media. In this module great importance is attached to a high User Experience.</p> <p>The students will:</p> <ul style="list-style-type: none"> • Know, understand and apply the project-phases within Design Thinking and UX processes, focused on high User Experience • Analyse complex tasks from potential or real cooperation partners and develop solutions, that are realisable as prototypes within the given timing • Manage the individual challenges of the UX project in their team, work efficient and effective and optimize everyone's skills • Improve design and prototyping skills • Learn and apply UX methods for research, ideation, design, testing and optimization • Pitch their idea
<p>Content:</p>	<ul style="list-style-type: none"> • Design Thinking and User Experience Process and methods • Kick Off • Research, Analysis, Trends • Ideation, Conception • Competence in DT and UX Methods • Design and Prototyping • Testing, Evaluation and Optimization • Presentation / Pitching skills • Hands-on practice

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<p>Examination Regulations:</p>	<p>Exam: Project presentation, including written documentation of the results (Content Paper)</p> <hr/> <p>Workload documentation</p> <hr/> <hr/> <hr/> <hr/>
<p>Assessment methods/ components:</p>	<p>Design Thinking and User Experience Design Process and Methods: Research Ideation, Conception Design Testing Optimization Teamwork, Presentation</p>
<p>Assessment criteria:</p>	<p>10% Research and Analysis 10% Interviews, Findings (HMW, Problem Definition) 10% Uniqueness, Idea, Innovation 10% Content Concept Paper (Documentation of Methods and Results) 10% Quality of the Product/Service in general 10% Design in detail, Additional Work 10% Prototype and Testing 10% Presentation 10% Individual Performance of team member 10% Individual Performance of team member</p>
<p>Planned learning activities and teaching methods:</p>	<p>Media: white boards, post its, flip chart, Microsoft Hub / Beamer, Script / Templates / Creative Methods Card Set, internet</p> <hr/> <p>Group work, Workshops, Presentations, Feedback</p> <hr/> <p>DT and UX Methods</p> <hr/> <hr/> <p>Teaching material: • script / workshop material • case studies • guest speakers • coachings</p>

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<p>Required reading and other learning resources/tools:</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Franzreb, P.: Creative Methods Card Set, 2018</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Spies, M.: Branded Interactions: Creating the digital Experience, Thames & Hudson Ltd., 2015</div> <div style="border: 1px solid black; height: 30px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 30px; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 30px;"></div>
<p>Recommended reading and other learning resources/tools:</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Knowlton, B.: Managing Web Projects, Five Simple Steps Ltd., Bonn, 2012</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Faranello, S.: Practical UX Design, Packt Publishing, 2016 Unger, R.; Chandler, C.: A Project Guide to UX Design, New Riders 2nd Edition, 2012</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Markopoulos, P., Martens, J., Malins, J., Coninx, K., and Liapis, A., eds.: Collaboration in Creative Design, 2016</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Martin, B.; Hanington, B.: Designmethoden, Stiebner, 2013</div> <div style="border: 1px solid black; padding: 5px;">Pricken, M.: Kribbeln im Kopf, Hermann Schmidt Verlag, 2010</div>
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<p>Document Date:</p>	<div style="border: 1px solid black; padding: 5px; width: 100px; display: inline-block;">03.07.2019</div>
<p>Document was created by:</p>	<div style="border: 1px solid black; padding: 5px; width: 150px; display: inline-block;">Prof. Patricia Franzreb</div>
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<p>Additional information:</p>	<div style="border: 1px solid black; height: 100px;"></div>