

Module/Course Description/Syllabus

Module:	User Centered Design and Development		
Module courses:	User Centered Design and Development (prev. Multimedia Production and -Management)		
Course Title:	User Centered Design and Development		
Recommended alternative module or courses:			
Course of studies:	IMUK		
HISinOne Code:	2250200		
Study Cycle:	<input checked="" type="radio"/> first	<input type="radio"/> second	<input type="radio"/> third <input type="radio"/> short
Frequency:	<input type="radio"/> winter term	<input type="radio"/> summer term	<input checked="" type="radio"/> each semester
Language competence Level: <input checked="" type="checkbox"/>			
Responsible for the Module/Course:	Prof. Danny Franzreb		
Lecturer/s:	Prof. Dr. Andrea Kohlhase		
Type of course:	<input type="radio"/> optional	<input checked="" type="radio"/> compulsory	
Mode of delivery:			
Language of Instruction:	<input checked="" type="radio"/> English	<input type="radio"/> German	Level of course: 5th semester
Teaching Methods:	Lecture, lab sessions, project, presentation	Volume: hours per semester week	04
Work parameters:	Contact hours in lecture form 60	Excercises (hours) 40	Self-studies (hours) 50
			All together (hours) 05
			ECTS-Credits: 05
Number of Participants:	40	Length of programme:	1 semester
Use for other studies:	Web Design, Interaction Design, Computer Science, Marketing		

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<p>Prerequisites:</p>	<table border="1"> <tr> <td data-bbox="633 271 1535 353">Web Engineering (in particular, HTML, CSS, and JavaScript)</td> </tr> <tr> <td data-bbox="633 365 1535 448">Basic Media Design</td> </tr> <tr> <td data-bbox="633 459 1535 542">Project Management</td> </tr> <tr> <td data-bbox="633 553 1535 636">Media Rights</td> </tr> <tr> <td data-bbox="633 647 1535 730"></td> </tr> <tr> <td data-bbox="633 741 1535 824"></td> </tr> </table>	Web Engineering (in particular, HTML, CSS, and JavaScript)	Basic Media Design	Project Management	Media Rights		
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Basic Media Design							
Project Management							
Media Rights							
<p>Learning outcomes:</p>	<p>Multimedia projects, that is projects that comprise the development of multiple media, are nowadays quite common. For the design and implementation of such multimedia projects heterogeneous teams from Design, Computer Science, Marketing and other disciplines have to cooperate, which is a big management task. The module "User Centered Design and Development" centers around the development of multimedia artifacts. As all concerned disciplines aim for a high quality end product, this represents the focus of this module: the cooperation of the production process and its management towards a multimedia artifact which gives the intended user group a great user experience. For this students get to know and experience the principles of User Centered Design, distributed work environments and the use of new tools.</p> <p>In more detail, students will obtain the following competencies:</p> <ul style="list-style-type: none"> * Action planning: Insights into specific requirements for the production and management of multimedia projects in possibly large and very heterogenous teams * Knowledge transfer: skills in the usage of distributed collaboration tools, video-editing tools, creativity and presentation techniques 						
<p>Content:</p>	<ul style="list-style-type: none"> * Terminology * Team management * Methods and tools for collaboration * Distributed project work and -management * Information architecture * User Experience * Usability Engineering * Prototyping * Selected project experiences * Optional topics: production of interactive applications, mobile design, human-computer interaction, usability testing 						

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<p>Examination Regulations:</p>	<p>Project artifacts</p>															
<p>Assessment methods/ components:</p>	<table border="1"> <thead> <tr> <th>Task</th> <th>Weight</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td>1. Skill with Tools (Film Editing, VersionControl)</td> <td>17/100</td> <td>Week 4</td> </tr> <tr> <td>2., ... Prototypes + Artifacts</td> <td>83/100</td> <td>Week 5 - 14</td> </tr> </tbody> </table>	Task	Weight	Date	1. Skill with Tools (Film Editing, VersionControl)	17/100	Week 4	2., ... Prototypes + Artifacts	83/100	Week 5 - 14						
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<p>Planned learning activities and teaching methods:</p>	<p>Project work in a large team</p> <p>Film clip and website development</p> <p>Development of several prototypes</p> <p>Final presentation as a challenge</p>															

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<p>Required reading and other learning resources/tools:</p>	<p>Morville, P.; Rosenfeld, L.: Information Architecture for the World Wide Web. O'Reilly Media Inc., Sebastopol, 2006.</p>
<p>Recommended reading and other learning resources/tools:</p>	<p>Rogers, Y.; Sharp, H.; Preece, J.: Interaction Design: Beyond Human-Computer Interaction. Wiley John + Sons, Indianapolis, 2015</p> <p>Cooper, A., Reimann, R., Cronin, D.: "About Face 3: The Essentials of Interaction Design"; Wiley Publishing, Indianapolis, 2007.</p> <p>Nielsen, J.; Loranger, H.: Web Usability. Addison-Wesley, München, 2008.</p> <p>Lyons, N.; Wilker, M.: Interactive Project Management: Pixels, People, and Process (Voices That Matter). New Riders Publ, 2012</p>
<p>Document Version:</p>	<p>1</p>
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