TRANSFORMING USER EXPERIENCE DESIGN EDUCATION
Through Integrated Learning

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OUTLINE

Curricular Framework

Competency Strands & Foundational Principles

Learning & Experience Studios

Program-Level Interactions
GUIDING METAPHOR
FOUNDATIONAL PRINCIPLES

- INTEGRATION
- MULTIDISCIPLINARITY
- LEARNING IN CONTEXT
- MENTORSHIP
- REAL-WORLD EXPERIENCE
- INDIVIDUALIZED LEARNING
LEARNING STUDIOS

172-08
271-08, 272-08
371-08, (372-08)

12-15 credits

EXPERIENCE STUDIOS

172-07
272-07 (x2)
372-07 (x2)

15 credits
LEARNING STUDIOS

heightened view of reality
with integrated learning
across all strands

COHORT SPECIFIC

EXPERIENCE STUDIOS

real-world projects, with
specific learning outcomes
determined by client projects

MANAGED CHAOS
BUILDING INTEGRATED SKILLS IN CONTEXT WITH INCREASING COMPLEXITY SPIRALING OVER TIME

172-08
FOCUS
low-fidelity screen

271-08
FOCUS
high-fidelity screen

272-08
FOCUS
physical and omni-channel

371-08
FOCUS
service and strategy
STUDIO PROGRESSION

time

complexity

team composition, research and representational methods, project deliverables, time to execute
LEARNING STUDIO COMPETENCIES

TECHNICAL

VISUAL & INTERACTIVE REPRESENTATION

SOCIAL/RESEARCH METHODS

DESIGN PHILOSOPHY
TECHNICAL

VISUAL & INTERACTIVE REPRESENTATION

depicting design cognition
(e.g., sketching, mockups, prototypes, visual principles, information architecture)

SOCIAL/RESEARCH METHODS

understanding users
(e.g., user research methods, psychology, analysis and evaluation)

design approaches and processes
(e.g., user-centered design, problem framing, iteration, personal design process)

tool-specific knowledge
(e.g., Axure, Sketch, HTML/CSS)

DESIGN PHILOSOPHY
# COMPETENCY ALIGNMENT

<table>
<thead>
<tr>
<th>HCDD STUDIO 1</th>
<th>HCDD STUDIO 2</th>
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</thead>
<tbody>
<tr>
<td>SCREEN-BASED (LO-FI)</td>
<td>SCREEN-BASED (HI-FI)</td>
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</tbody>
</table>

## PROBLEM FRAMING, SCOPING, & IDEATION
- Problem Frame (static)
- Problem Statement (static)
- Requirements Generation
- Problem Frame (traversal)
- Problem Statement (select)
- Idea Fluency (basic)

## DATA GATHERING
- Observation
- Interview
- Usability Test (basic)
- Cognitive Walkthrough
- Survey

## DATA ANALYSIS
- KJ/Affinity Diagramming
- Personas + Scenarios
- Task Flow
- Semantic Differential
- Heuristic Analysis
- Quantitative Analysis

## PROTOTYPING
- Sketching
- Wireframing (manually)
- Paper prototyping
- Mood Board/Style Tile
- Storyboarding

## SOCIAL IMPACT/STRATEGY
- Audience Impact
- Societal/Cultural Impact
- Ethical Obligations
- Persuasive Design
- Emotional Design
# COMPETENCY ALIGNMENT

<table>
<thead>
<tr>
<th>LEARNING STUDIOS</th>
<th>HCDD STUDIO 2</th>
<th>HCDD STUDIO 3</th>
<th>HCDD STUDIO 4</th>
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<tbody>
<tr>
<td><strong>BASED (LO-FI)</strong></td>
<td><strong>SCREEN-BASED (HI-FI)</strong></td>
<td><strong>PHYSICAL COMPUTING</strong></td>
<td><strong>STRATEGY DESIGN</strong></td>
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<tr>
<td>- Problem Frame (traversal)</td>
<td>- Agile/Waterfall Workflows</td>
<td>- Cultural Probes</td>
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<tr>
<td>- Problem Statement (select)</td>
<td>- Lean UX</td>
<td>- Diary Studies</td>
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<td>- Idea Fluency (basic)</td>
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<td>- Cognitive Walkthrough</td>
<td>- Bodystorming</td>
<td>- Swim Lanes</td>
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<td>- Survey</td>
<td>- User Journey Map</td>
<td>- Personas (data-driven)</td>
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<td>- Semantic Differential</td>
<td>- Card sorting</td>
<td>- Experience Sampling</td>
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<td>- Heuristic Analysis</td>
<td>- Mental Models</td>
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<td>- Quantitative Analysis</td>
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<tr>
<td>- Mood Board/Style Tile</td>
<td>- Physical Prototyping</td>
<td>- Dynamic</td>
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<td>- Storyboarding</td>
<td>- Wizard of Oz</td>
<td>- Pixel-Perfect Layouts</td>
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<td>- Persuasive Design</td>
<td>- Critical Design</td>
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<td>- Emotional Design</td>
<td>- Conceptualizing the User</td>
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<td>- Design Strategy</td>
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<td>- Products/Systems/Services</td>
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<td><strong>Problem Framing, Scoping, &amp; Ideation</strong></td>
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<td>Conduct <strong>basic</strong> analysis of situations, clients and problems, and articulate problem statements.</td>
<td>Conduct <strong>intermediate</strong> analysis of situations, clients and problems using <strong>multiple approaches</strong> to problem framing.</td>
<td>Conduct <strong>advanced</strong> analysis of situations, clients and problems that demonstrates an <strong>awareness</strong> of organizational strategy.</td>
<td>Conduct <strong>expert</strong> analysis of situations, clients and problems that aligns with the client organization’s larger strategies and business goals.</td>
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<td>Create a <strong>variety</strong> of concepts that address the issues in the problem statement.</td>
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<td>Create a variety of concepts that address the issues in the problem statement and demonstrate <strong>awareness of organizational strategy</strong>.</td>
<td>Create a variety of concepts that <strong>align</strong> with the client organization’s strategic goals.</td>
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<td>Use <strong>basic</strong> data gathering and analysis techniques to inform design decisions.</td>
<td>Use <strong>intermediate</strong> data gathering and analysis techniques to inform design decisions.</td>
<td>Use <strong>physically based</strong> techniques for data gathering and analysis to inform design decisions.</td>
<td>Use <strong>advanced</strong> data gathering and analysis techniques to inform design decisions.</td>
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<td><strong>Prototyping</strong></td>
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<td>Demonstrate <strong>basic</strong> application of principles of visual and interaction design to create <strong>low-fidelity</strong> prototypes.</td>
<td>Demonstrate <strong>intermediate</strong> application of principles of visual and interaction design to create <strong>high-fidelity</strong> prototypes.</td>
<td>Demonstrate <strong>fluent</strong> application and evaluation of visual and interaction design principles.</td>
<td>Use advanced prototyping techniques to create <strong>interactive digital</strong> prototypes.</td>
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<td><strong>Design process</strong></td>
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<td>Explain and apply the fundamental components of user-centered design.</td>
<td>Distinguish among major approaches to user-centered design such as goal-directed design, participatory design, etc.</td>
<td>Distinguish among popular processes and methodologies for UX such as agile, waterfall, lean, etc.</td>
<td>Demonstrate the ability to lead UX teams through the user-centered design process, employing appropriate approaches, processes and methodologies.</td>
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<td><strong>Design philosophy</strong></td>
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<td>Articulate the core values of user-centered design.</td>
<td>Compare and contrast the core values of various approaches to user-centered design.</td>
<td>Explain how design philosophy impacts design practice.</td>
<td>Articulate their design identity and personal design philosophy.</td>
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</table>
EXP STUDIOS
FRESHMEN
participate & contribute

SOPHOMORE
accountable for activities

STUDENTS SOLVE REAL-WORLD PROBLEMS IN A COMPANY-LIKE ENVIRONMENT WHILE WORKING IN TEAMS ON INDUSTRY PROJECTS.

JUNIOR (+ SENIOR)
manage & mentor
EXPERIENCE STUDIO COMPETENCIES

LEADERSHIP/TEAMWORK

VISUAL & INTERACTIVE REPRESENTATION

SOCIAL/RESEARCH METHODS

DESIGN PHILOSOPHY

GLOBAL CONSCIOUSNESS
“The studio experience really shocked me. I have never been in a course that was so tasking, yet so enjoyable at the same time. It was kind of amazing how excited I was about the content that I was learning and the work I was getting to do day in and day out. That excitement really made the course easier to enjoy and increased my dedication and effort in everything that I did throughout the semester.”
“Keep doing what you're doing. I'm always so captivated.”

“The class excels at engaging students and it makes me want to learn more and more about design. It is so well thought out. […] The course work is hard and demands a lot of time but I want to do it and achieve more. This is the only class where you professors have it made it clear that our grades are based on our progress and growth as designers, not as just letters to stress over. I really feel as if this class cares about me.”
THANK YOU

colingray.me | uxp2.com

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