



physical, tangible or virtual form.

3.2 Develop the planning and organizational tools needed to execute a completed full scale advanced UX project that incorporates the knowledge developed and gained during time spent in NMD program.

3.3 Apply new media techniques and processes to the realm of UX, product design and artistic expression.

**4.0 Course description** (course title includes topic)

**Course number:** NMDE-406

**Name of Course & Topic – Long Title:** New Media Design Experimental Advanced UX

**Name of Course & Topic – Short Title** (33 characters): NMD Experimental Advanced UX

This project-based course affords the student the ability to develop and apply creative processes to digitally generated content through new media techniques in imaginative ways. Students will be encouraged to approach the computer as a medium of creativity to explore issues of storytelling and design through the lens of strategy, consumer insight, graphic design, and communication principles for the purposes of advanced UX development and digital product design.

**5.0 Possible resources** (texts, references, computer packages, etc.)

5.1 Online educational resources

5.2 Instructor Handouts and Digital Resources

5.3 Computer with appropriate software and Internet access

5.4 Wallace Memorial Library/ETC DVD Collection

5.5 Guest Speakers

**6.0 Topics (outline):**

6.1 Campaign strategy

6.2 UX and Product lifecycles

6.3 User Experience Evaluation

6.4 Complexity Analysis

6.5 High Level Workflows and Structures

6.6 Design Thinking and Interaction Design

6.7 Developing the narrative and interaction

6.8 Creative review criteria for integrated campaigns

6.9 Selling the idea, presenting your work to clients (internal and external)

6.10 Peer creative reviews

6.11 Assembly of Deliverables

6.12 Advanced UX and Visual design explorations

**7.0 Intended course learning outcomes and associated assessment methods of those outcomes**

(please include as many Course Learning Outcomes as appropriate, one outcome and assessment method per row).

Course Learning Outcome	Assessment Method
7.0 Consistent with Shell Course Outline	Consistent with Shell Course Outline

**8.0 Program outcomes and/or goals supported by this course**

8.0 Consistent with Shell Course Outline

**10.0 Required Resources** - Identify all resources needed to effectively teach this class and what students will need to complete the assignments. (Please provide detailed list of equipment, software, computer lab, data storage/retrieval requirements, special classroom, studio, shop, wet lab, work space or media requirements)

10.0 Plug and Go classroom, Computer Lab with appropriate software and Internet access.

**Approval request date:** This is the date that the college curriculum committee forwards this course to the appropriate optional course designation curriculum committee for review. The chair of the college curriculum committee is responsible to fill in this date.

**Approval granted date:** This is the date the optional course designation curriculum committee approves a course for the requested optional course designation. The chair of the appropriate optional course designation curriculum committee is responsible to fill in this date.