

# Lesson 1 - UX/UI

**Program:** Graphic Design

**Subject:** Adv. Multimedia and Animation

**Prepared By:** Tinnick

## Overview & Purpose

Overview of User Experience and User Interaction, and how it is related to graphic design. Students will also develop personas after conducting user research to better understand the target audience.

	Teacher Guide	Student Guide	
<b>Objectives</b> (Specify skills/information that will be learned.)	Defining UX/UI Essential Vocabulary Develop awareness of UX in daily life Apply observations to being to understand how to develop a solution to a UX problem Conduct user research to develop a persona	UX/UI Vocabulary Development of observational skills Conduct research Conducting user research Creation of personas	<b>Materials Needed</b> <ul style="list-style-type: none"><li>UX Design and Usability Mentor Book, With Best Practice Business Analysis and Interface Design Tips. Emrah Yayici, 2014.</li><li>AdobeGenPro: UX2UI Design Class 1 Notes</li></ul>
<b>Information</b> (Give and/or demonstrate necessary information)	Lecture: UX/UI Vocabulary Demonstrate poor UI design Demonstrate successful UX design		
<b>Verification</b> (Steps to check for student understanding)	Lead discussion based on student generated examples. Display digital examples on projector and discuss the positive and negative aspects of each Assign Essential Vocabulary Worksheet Assign Project: Bradford School Application Assign Persona Project	<b>Other Resources</b> <ul style="list-style-type: none"><li>A Project Guide to UX Design, Second Edition by Russ Unger and Carolyn Changler. New Riders, 2012.</li><li>Scholmo Goltz, A Closer Look at Personas Parts 1 &amp; 2 - Smashing Magazine</li><li>Jesse Snyder - Design Research Tactic from Web Design Ledger.</li><li>Buyer Persona Questions, <a href="http://blog.hubspot.com/marketing/buyer-persona-100-questions#sm.00000h5nhcwuc5doot4alekgg2Summaryzyi">http://blog.hubspot.com/marketing/buyer-persona-100-questions#sm.00000h5nhcwuc5doot4alekgg2Summaryzyi</a></li></ul>	