Name	**Mastering IxD 2. - Digital Product Design**	Classroom ☑ Studio or workshop ☐ External venue ☐ Online ☑
Codes	***M-ID-201***	
Host	**Design Institute**	

	Type	ECTS	Contact hours	Student work	Course type	Semester	Unit
Basic info	**Term mark**	**5**			**classwork**	**2023/2024 spring**	

Recommen-dation	

Short Description

In this project-based course, students will learn how to design user experiences (UX) for products that are intended for the market for existing target groups. Through a series of hands-on assignments, students will have the opportunity to practice their design skills and develop their understanding of how to create valuable products that are effective, usable, and desirable. Throughout the course, students will also learn about the principles and methods of UX and UX/UI design, including user research, information architecture, user flows, system mapping, interaction design, and visual design. They will also learn how to apply these principles to create effective designs that meet the needs of users and the goals of the organization. In addition to the design assignments, students will also engage in discussions and exercises to develop their critical thinking skills and gain a better understanding of the role of digital product design in the market.

Teachers

Name	Contact information	Short bio	Open hours
Lais Kantor	everythingyougot@gmail.com		
Tamás Fogarasy	fogarasy@mome.hu		

Semester schedule

Course scheduling	Weekly class appointments
Weekly	On Mondays from 10.40am to 12.50pm

#	Date	Weekly educational content
1	19 Feb – 25 March	**Understanding customers of products:** behavioural research, needfinding Analyzing and synthesizing research results Generating ideas and developing a concept based on the synthetised problems
2	25 March —	**Iterative prototyping** UXD specification Validating, testing design Design critique sessions Continuous stakeholder management

Assignments	Evaluation criteria	Deadline	% in evaluation
Deliver a **concept** based on the brief	Value proposition accuracy	13 May	25%
Deliver a coherent **presentation** with a clear value proposition to the stakeholder	Quality of your concept demo (delivery and overall content and message)	13 May	25%
Shareable, clickable, interactive **prototype**	Quality of interface and user flows	13 May	25%
30 -90 sec minute **video** (16:9) that demonstrates your concept. The minimum resolution is Full HD, format is MP4. The video should be self explanatory using narration and subtitles/labels. The video can be recorded digitally or using any device available (e.g. your own phone).	Content of the video should cover user-problem-solution arc. Quality of explanation is evaluated.	25 May	15%
A printable file format for a **poster** (.PDF) that describes your project and the design process you've used through. A template will be provided for this purpose.	Poster summary of the project in printable size (template provided)	25 May	5%
1x "**hero image**" that demonstrates your end result. (preferably without additional text) Size: 2880x1440 and a 1x "square image", that demonstrates your end result. (preferably without additional text) Size: 1080px by 1080px	Visual design quality	25 May	5%

Compulsory readings

Recommended readings

Brown, D. (2022). *Practical Design Discovery*. A Book Apart.

Godin, S. (2020). *The Practice: Shipping Creative Work*. Portfolio.

Cooper, A., Reimann, R., & Cronin, D. (2007). *About face: The essentials of interaction design.* Hoboken, NJ: John Wiley & Sons.

Grimley, C., & Smith, H. K. (2022). Universal Principles of Interior Design: 100 Ways to Develop Innovative Ideas, Enhance Usability, and Design Effective Solutions (Volume 3) (Rockport Universal, 3). Rockport Publishers.

Martin, L. M. (2022). Everyday Information Architecture. A Book Apart.

Podmajersky, T. (2019). Strategic Writing for UX: Drive Engagement, Conversion, and Retention with Every Word (1st ed.). O'Reilly Media.

Learnings

Knowledge	Students will understand…

	• Develop an understanding of the principles of UX design and how they apply to the market • how to conduct market research • the skills to create effective, usable, and desirable products • the way complex UX projects are handled
Skills	Students will be able to… • Practice design skills in product development • define digital product concepts • employ various design methods to identify a solution • perform a usability evaluation of suggested solutions • Create tested digital artifacts and digital processess
Attitude	Students will improve… • analytical, and critical skills • Their relationship to business concepts • In problem-solving • their outcome generating ability
Responsibility	Students will develop competence/confidence in backing up their craft and look for new ways of practicing it.

Exemption	☒ Exemption from attending and completing the course cannot be granted ☐ Exemption may be granted from the acquisition of certain competencies and the fulfilment of tasks ☐ Some tasks can be substituted with other activities, ☐ A full exemption can be granted

Curriculum connections	Unit	Parallel courses	Course proportion in unit
	Market and products	Mastering IxD 2. - Digital Product Desing	MA1_ Mercedes In-Car UX Design_M-ID-201, 5 credits MA1_The Business of Design_M-ID-201, 2 credits MA1_Tangible Interfaces_M-ID-201, 3 credits

Course prerequisites	Is it available as an elective?	Prerequisites in case of elective
Courses under Interaction Design Basics subject	-	-

Misc. information	