ARUCAD
Arkin University
of Creative Arts and Design

COURSE SYLLABUS						
Course Title	**Course Code**	**Semester**	**Course Hour/Week**		**Credit**	**ECTS**
Interface Design	VCDE 401	VII	**Theory** 2	**Practice** 2	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	-	YES	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English

Course Instructor	Assist. Prof. Dr. Mehdi Nourani	E-mail: mehdi.nourani@arucad.edu.tr
Course Objectives	Nowadays we use multiple types of interfaces on a daily basis. This illustrates a humongous developing field and its importance in the field of media and communication. Thus, this course focuses on the design and mechanical aspects of an interface and the user experience connected to it. Student will learn the fundamentals of prototyping user experience and understand mapping of interfaces.	
Course Learning Outcomes	• Ability to conceptualize and design User interfaces and user experiences in a professional manner. • Ability to conceptualize and design prototypes of User Interfaces. • Design Process involved in Designing user experiences.	
Course Content	This course Provides an introduction to User interfaces and user experience. Teaching the mechanics behind interfaces with case studies of Websites, games, application, etc. as case studies. The student will learn a prototyping application Called Adobe XD which allows them to create the design version of an application and test certain aspects of the interface before any programming and development is needed.	

COURSE OUTLINE/SCHEDULE

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Syllabus review: course requirements, assignment and assessment policies, and reading list	T	
2	Introduction to User interface Design	T	UX for Beginners by JOEL MARSH p.2 - 9
3	User Experience and Why It Matters	T	The Elements of User Experience_ User-Centered Design for the Web and Beyond, 2nd Edition
4	Solutions versus Ideas UX as a process and Psychology	T	UX for Beginners by JOEL MARSH p.10-18 p.20 - 34
5	Emotions and motivations	T	UX for Beginners by JOEL MARSH p.34 - 47
6	UX wireframe	T/P	Provided in class
7	Teaching off Programs Adobe XD	P	Provided in class
8	Mid-Term Project		
9	Teaching off Programs Adobe XD	P	Provided in class
10	Project Paper work and Production Flow	T/P	Provide in class
11	Project Paper work and Production Flow	T/P	Provide in class
12	Prototyping of A working prototype of a Phone application	P	In class
13	Prototype review	P	In class review
14	Final Submission of projects	P	

Required Course Material(s) / Reading(s)/ Text Book(s)	UX for Beginners by JOEL MARSH The Elements of User Experience_ User-Centered Design for the Web and Beyond, 2nd Edition
Recommended Course Material(s)/ Reading(s) /Other	Access to a Computer with the program Adobe XD Notebook and min 3 color Pen

ASSESSMENT		
Learning Activities	**NUMBER**	**WEIGHT in %**
Mid-Term	-	-
Quiz & Tutorials	2	20
Assignment	-	-
Project	2	35
Field Study	-	-
Presentation / Seminar	-	-
Studio Practice	-	-
Discussion	1	5
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	40
TOTAL		100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
	1	2	3	4	5
Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					■
Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					■
Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.					■
Create an understanding of the impact and importance of visual culture in its diverse global forms.				■	
Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).	■				
Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.			■		
Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.			■		
Have an understanding of different eras of visual communication and its historical development.				■	
Work as a professional, maintaining high standars of practice and adapt to a rapidly changing environments and gain the ability to work in a team.				■	
Understand visual cultures within a variety of past societies and contemporary and future design trends.					■
Develop the knowledge of below and above the line visual design in a commercial context.					■

ECTS / STUDENT WORKLOAD

ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		3	42
Mid-Term	-		-	-
Quiz	2		6	12
Assignment	2		4	8
Project	2		5	10
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		15	10
Other	-		-	-
TOTAL WORKLOAD				124
TOTAL WORKLOAD / 25				4.98
ECTS				**5**

ETHICAL RULES WITH REGARD TO THE COURSE
Plagiarism Disclaimer Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives. Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

ASSESSMENT DETAILS AND EVALUATION CRITERIA:
Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University. Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course. During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

PREPARED BY	Dr. Mehdi Nourani
UPDATED	22.09.2021
APPROVED	