

## Washtenaw Community College Comprehensive Report

### WEB 113 Web User Experience I Effective Term: Spring/Summer 2019

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Digital Media Arts

**Discipline:** Web Design and Development

**Course Number:** 113

**Org Number:** 14500

**Full Course Title:** Web User Experience I

**Transcript Title:** Web User Experience I

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Course Change

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Course description**

**Outcomes/Assessment**

**Objectives/Evaluation**

**Rationale:** Course outcome is being adjusted based on course assessment results.

**Proposed Start Semester:** Spring/Summer 2019

**Course Description:** In this course, students learn the principles and practices of user-centered design, as well as the fundamentals of information architecture and interface design for the Web. The focus will be on critical evaluation of existing websites and creating deliverables that a user experience professional would typically produce. Upon completion of this course, students will have a working knowledge of approaches, tools and techniques pertaining to a variety of Web topics such as content design, interface design, navigation, organization, labeling, search and site diagramming.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 4

**Lecture Hours: Instructor:** 60 **Student:** 60

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 60 **Student:** 60

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

No Level Required

#### Requisites

## **General Education**

### **General Education Area 7 - Computer and Information Literacy**

Assoc in Arts - Comp Lit

Assoc in Applied Sci - Comp Lit

Assoc in Science - Comp Lit

## **Request Course Transfer**

### **Proposed For:**

## **Student Learning Outcomes**

1. Identify user needs, goals and trends on the Web that relate to labeling, navigation, content and site structure and flow using standard industry deliverables.

### **Assessment 1**

Assessment Tool: Two deliverables reviewed by WEB full-time faculty

Assessment Date: Fall 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: all sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 80% or higher

Who will score and analyze the data: WEB faculty

2. Recognize and apply principles of user-centered design for the Web through redesigns and wireframes that reflect a variety of device sizes and the interface adapting to those sizes.

### **Assessment 1**

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## **Course Objectives**

1. Identify website best practices and areas for improvement through a competitive analysis.
2. Conduct an exploratory card sort, and document the findings in a written report.
3. Map site structure and flow in a website diagram.
4. Apply concepts of user interface design through an interface redesign, with wireframes showing the enhancements and changes to the interface for large as well as small screens.
5. Create effective content for the Web, incorporating principles of content design and best practices for Web communication.

## **New Resources for Course**

### **Course Textbooks/Resources**

Textbooks

Manuals

Periodicals

Software

### **Equipment/Facilities**

## Level III classroom

<b><u>Reviewer</u></b>	<b><u>Action</u></b>	<b><u>Date</u></b>
<b>Faculty Preparer:</b> <i>Jason Withrow</i>	<i>Faculty Preparer</i>	<i>Dec 03, 2018</i>
<b>Department Chair/Area Director:</b> <i>Ingrid Ankersen</i>	<i>Recommend Approval</i>	<i>Dec 04, 2018</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Dec 05, 2018</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Jan 11, 2019</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Jan 14, 2019</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Jan 23, 2019</i>