

Usability and UX Design

UNC-Chapel Hill | JOMC 581

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welcome to fall 2014 semester!

Whether creating an the newest app, an interactive kiosk or an entire Web presence, excellent, usable and understandable design is central to a communicator's success. Usability and UX Design combines the basics of visual layout with several strategies for building and testing interfaces.

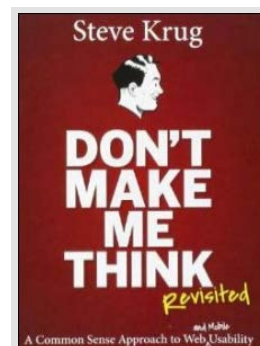
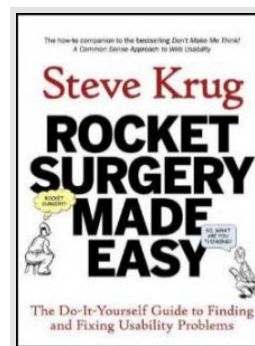
This course is about being a knowledgeable journalist, a media artist, an informed designer and an innovator. Passion for ethical communication and creativity are essential to your success. Understanding users and their behaviors will lead you to becoming an effective creator of digital products. This work opens many possibilities, some of which we are yet to discover. The goals of this class, therefore, are to familiarize you with usability and UX design concepts and allow you the opportunities to experiment, create and explore.

the essentials

- **Class time and location:** Tuesdays and Thursdays, 1-2:50 p.m., 59 Carroll Hall
- **Instructor:** Associate Professor Laura Ruel, Carroll 78, 919-448-8864, lrue1@unc.edu
- **Office hours:** Wednesdays, 1:30-3 p.m. and by appointment

required purchases

- **Textbooks:** Don't Make Me Think Revisited: A Common Sense Approach to Web and Mobile Usability (copyright 2014) by Steve Krug and Rocket Surgery Made Easy (copyright 2009) by Steve Krug.
- **Access to Lynda.com** training library for the semester.
- **Recommended items**
 - USB memory stick (1G minimum) or portable hard drive to save your work. Please be aware that you are responsible for backing up your own work.
 - Personal headphones. You will need to supply your own headphones in the lab for Web site viewing.
 - Sketchbook for tracking ideas, storyboarding class projects and brainstorming



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