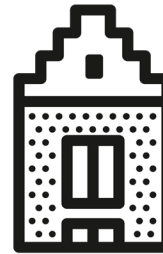


### Do you want to ...

1. acquire the knowledge, skills and attitude of an entry level UX designer?
2. develop and create user centred concepts and solutions for complex UX design problems within the given constraints?
3. master a variety of UXD skills and tools to design interactive media (websites, apps,...) that are functional, reliable, usable and pleasurable in use?
4. be aware of and be able to deal with context factors that influence the design process: time, money, ethics, politics, strategy, technique or platform?
5. document, present and effectively transfer complex UX solutions?
6. test and evaluate the usability of interactive systems?
7. develop your own design attitude and an authentic vision on UXD?



### And are you able to...

1. write, speak, read and understand university level English?
2. develop persona's, user scenario's, moodboards, storyboards, visual presentations, concept plans, debriefings;
3. explain, recognize and use basis and platform UX-heuristics, -patterns and guidelines?
4. perform usage-/user research and do you have knowledge of usability and - testing?
5. determine and work with in- and external target groups, goals, values within the design process?
6. work with tools like: Photoshop, Illustrator, Sketch?
7. develop and understand design specifications like: list of (user) requirements, data model, use case scenario, flowchart, screentransition diagram, wireframe?
8. develop a prototype or simulation in Framer.js, HTML, Javascript, Principle, Pixate, or with use of video?

15 times "YES"? Don't hesitate! Send your motivation letter including a link to your portfolio to us. After assessing your work we will invite you for a meeting with two tutors via Skype or at the Amstel Campus in Amsterdam.

We are looking forward to welcoming you!

### Where can you find more information about CMD?

At: [www.cmd-amsterdam.nl/english](http://www.cmd-amsterdam.nl/english)

### Contact

HvA & students from Dutch universities of applied sciences:

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[i.kamp@hva.nl](mailto:i.kamp@hva.nl)

Students from (CMD partner) schools outside the Netherlands:  
Mattijs Blekemolen  
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### Visiting address

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Wibautstraat 2-4  
1091 GM Amsterdam

### Postal address

Postbus 1025  
1000 BA Amsterdam

## COMMUNICATION AND MULTIMEDIA DESIGN

### MINOR USER EXPERIENCE DESIGN (UXD)



# Experience communication and multimedia design in Amsterdam!

**Communication and Multimedia Design Amsterdam puts design at the core of its programme. It sets out to help students learn how to think and act like designers, and aims to give its interactive media design graduates the best possible preparation for today's and tomorrow's professional practice.**

## Why User Experience Design?

As interactive media is a normal part of everyday life, organizations are using the web and mobile internet to deliver products, services and information to customers, employees and other stakeholders. As a consequence today's user interface for products and services must be seen as a central part of the user experience offered by an organization. Poorly designed interfaces negatively affect the user experience; while a well designed one can contribute to a positive experience with that organization.

## What is the aim of the minor UXD?

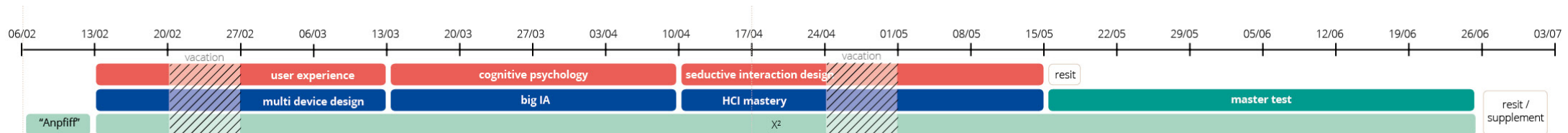
The minor User Experience Design aims to help you design web and mobile interfaces: interfaces that provide a good user experience and make a positive contribution to the user's experience of the organization that provides their products services through the interface.

Through the use of simulations and real-world assignments you will learn to research, understand and design solutions for complex user experience design problems at both a strategic level and at the level of the user interface.

## For who is the minor UXD?

This minor is especially suitable for Communication and Multimedia Design (CMD) students with ambitions in the area of user experience- and/or interaction design. If you are creative and analytical, and you enjoyed courses such as HCI, Information Architecture, Models & Processes, Design Research, Front-end, Evidence Based Design, Visual Interface Design, Prototyping, Design & Interaction and Service Design then this is the minor for you.

Non-CMD Amsterdam students from within the Amsterdam University of Applied Sciences and from our partner schools outside the Netherlands are also welcome to join this minor, provided they can demonstrate sufficient knowledge, skills and experience in design and design research.



schedule of 2018, in January 2019 the new schedule will be available

## Set up of the minor UXD

Please note: in 2019 the minor will be updated and new modules may be possible. This minor is only offered in the 2nd semester, February - June, and can roughly be divided into two parts. After a field trip, we will start with the first part in which six different courses are offered. The last part exists of the "master test" in which you individually work on a project. During this project you show the skills you have learned in the previous part. Parallel to both parts runs the X<sup>2</sup> programme; a programme for reflection and developing your vision on UXD.

## Courses and Credits

Theoretical foundations – 9 ECTS

*User experience*

*Cognitive psychology*

*Seductive interaction design*

The craft of user experience design – 9 ECTS Individual

*Multi device design*

*Big IA*

*HCI mastery*

## Courses and Credits - continued

Master test - 9 ECTS

X<sup>2</sup> - 3 ECTS

