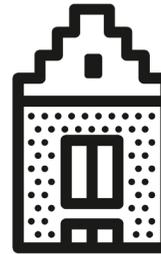


COMMUNICATION AND MULTIMEDIA DESIGN

MINOR USER EXPERIENCE DESIGN (UXD)

Do you want to ...

1. acquire the knowledge, skills and attitudes 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 UX-heuristics, design patterns and guidelines?
4. perform usage and user research and do you have some knowledge of usability and testing?
5. determine and work with internal 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, wireframe?
8. develop a prototype or simulation in a prototyping tool such as Principle, Pixate, XD, 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 a tutor via Teams 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

Contact

HvA & students from Dutch universities of applied sciences:

Vincent Vijn
v.l.vijn@hva.nl

Students from (CMD partner) schools outside the Netherlands:

Lena Essing - International Office
international-cmd@hva.nl

Visiting address

Communication and Multimedia Design
Building Theo Thijssenhuys (TTH)
Wibautstraat 2-4
1091 GM Amsterdam



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 product's services through the interface.

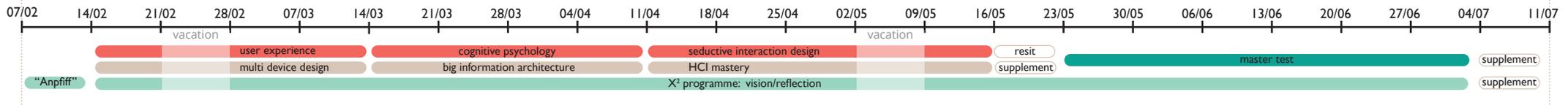
Through the use of simulations and real-world assignments you will learn to research, understand and design solutions for complex user experience design problems at both a strategic level and at the level of the user interface.

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, Design Patterns, Design Research, Front-end, Evidence Based Design, Visual Interface Design 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 some experience or curiosity in digital design and design research.

SEMESTER 2 2021-2022



Please note: the planning is subject to change.

Set up of the minor UXD

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 consists 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 X² 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

- Multi device design*
- Big information architecture*
- HCI (human computer interaction) mastery*

Courses and Credits - continued

Master test - 9 ECTS
X² - 3 ECTS

1 ECTS represents approximately
28 study hours

