

**PVP SIDDHARTHA INSTITUTE OF TECHNOLOGY, KANURU, VIJAYAWADA
(AUTONOMOUS)
INFORMATION TECHNOLOGY
USER EXPERIENCE (UX) DESIGN**

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|---------------------------------------|----------|--------------------------------|-------|----------------------|-----|
| Course Code | 20SO8356 | Year | II | Semester | I |
| Course Category | SC | Branch | IT | Course Type | Lab |
| Credits | 2 | L-T-P | 1-0-2 | Prerequisites | - |
| Continuous Internal Evaluation | - | Semester End Evaluation | 50 | Total Marks | 50 |

| Course Outcomes | | |
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| Upon Successful completion of course, the student will be able to | | |
| CO1 | Identify the significance of user experience and interaction design and recognize various aspects of Adobe XD workspace. | L2 |
| CO2 | Use various drawing tools used in UX design. | L3 |
| CO3 | Demonstrate various operations on Text and Images in UX design. | L3 |
| CO4 | Discover the process of UX design for Mobile | L3 |
| CO5 | Demonstration of designing wireframes and prototypes for Mobile and Web applications. | L3 |

| Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3:High, 2: Medium, 1:Low) | | | | | | | | | | | | | | |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|
| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO11 | PO12 | PSO1 | PSO2 |
| CO1 | 3 | | | | | | | | | | | | | 3 |
| CO2 | | | | | 3 | | | | | | | | | 3 |
| CO3 | | | | 3 | | | | | | | | | | 3 |
| CO4 | | | | 3 | | | | | | | | | | 3 |
| CO5 | | | 3 | | | | | | | | | | | 3 |

| Syllabus | | |
|---|---|-----------|
| Unit No | Contents | Mapped CO |
| I | Overview of Web and Mobile Design Process: Challenges of Designing, designing for screens, Designing for Interaction. Introduction to Adobe (XD) Experience Design – Design and Prototype workspace in Adobe XD, Using Keyboard. Practical Exercises: 1. Identify and explore Adobe XD interface, Workspaces, various panels, menus. | CO1 |
| II | Using Adobe XD's Drawing tools: Adding Shapes, Shapes and Properties, stacking order, Working with Layers, Combining Objects into symbols, Drawing objects with Pen tool Practical Exercises: 1. Practice different shapes available in Adobe XD and explore their properties. 2. Exercise on stacking various shapes and working with layers. Exercise on combining objects to form symbols/components like Textboxes, Buttons, 3. Dropdown lists, Checkboxes, Radio boxes. 4. Exercise on drawing different shapes using Pen tool. | CO2 |
| III | Working with Text and Images: Understanding fonts, Formatting Text, Text bestpractices. Image File Types, Scaling and rotation, working with SVG Practical Exercises: 1. Exercise on formatting text with best practices and fonts. 2. Exercise on working with images: scaling rotation, working with SVG. | CO3 |
| IV | Artboard and Content Grids: Artboard basics, creating place holders, Repeat Grid, Formatting placeholders. Designing for Mobile - Responsive web design, Creating App designs, Mobile Web designs. Practical Exercises: 1. Exercise on using Artboards, grids and placeholders. 2. Exercise on Mobile and Responsive design. | CO4 |
| V | Creating Interactive Prototypes: Prototype workspace, creating links – Interacting limitations, Previewing Prototypes – Desktop & Mobile, Using prototypes for Usability Tests. Practical Exercises: 1. Create a wireframe for any sample application (Web and Mobile). 2. Create a prototype for the above designed wireframes with interactions. | CO5 |
| Learning Recourses | | |
| Text Books | | |
| 1. Beginning Adobe Experience Design: Quickly Design and Prototype Websites and Mobile Apps, by Rob Huddleston, Apress. | | |
| References | | |
| 1. Jump Start Adobe XD, by Daniel Schwarz, Sitepoint. | | |
| E-Recourses and other Digital Material | | |
| 1. The Basics of User Experience Design - Ebook, by Interaction Design Foundation. https://www.interaction-design.org/ebook 2. UI/UX Design Specialization – Coursera: https://www.coursera.org/specializations/ui-ux-design 3. UX Prototyping – edX - https://www.edx.org/course/ux-prototyping | | |