Tamkang University Academic Year 112, 2nd Semester Course Syllabus

Course Title	INTERACTIVE DESIGN AND USER EXPERIENCE	Instructor	NAIDA PARSAZADEH
Course Class	TLMXB3P DEPARTMENT OF INFORMATION MANAGEMENT, 3P	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG8 Decent work and economic growth SDG9 Industry, Innovation, and Infrastructure		

Departmental Aim of Education

Ⅰ. Refining information management skills.

Ⅱ. Enhancing information technology capabilities.

Ⅲ. Thinking independently with logic analysis.

Ⅳ. Reinforcing team-working spirit.

Ⅴ. Valuing business and information ethics.

Ⅵ. Cultivating global view.

Subject Departmental core competences

A. Problem analysis and critical thinking.(ratio:20.00)

B. Functional business Areas and business practices.(ratio:5.00)

C. Applications of information systems.(ratio:5.00)

D. Computer programming.(ratio:15.00)

E. Network system planning.(ratio:5.00)

F. Database design and management.(ratio:5.00)

G. Analysis, design and integration of information system.(ratio:30.00)

H. Project management.(ratio:15.00)

Subject Schoolwide essential virtues

1. A global perspective. (ratio:5.00)

2. Information literacy. (ratio:10.00)

3. A vision for the future. (ratio:5.00)

4. Moral integrity. (ratio:5.00)

5. Independent thinking. (ratio:20.00)

6. A cheerful attitude and healthy lifestyle. (ratio:5.00)

7. A spirit of teamwork and dedication. (ratio:20.00)

8. A sense of aesthetic appreciation. (ratio:30.00)

Course Introduction	This course aiming to master students with user-centered design thinking, user behavior analysis, and user interface design. The course will guide students from concept to practice, emphasizing the development of prototypes and functional designs for web pages and applications.

The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II.Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III.Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Learn the skills of user experience and user interface design.	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABCDEFGH	12345678	Lecture, Discussion, Practicum, Experience	Testing, Study Assignments, Practicum

Course Schedule

Week	Date	Course Contents	Note
1	113/02/19 ~ 113/02/25	Overview of interactive design and UX principles	
2	113/02/26 ~ 113/03/03	Understanding user-centered design principles	

3	113/03/04 ~ 113/03/10	Introduction to design thinking methodology and Importance of empathy and user research	
4	113/03/11 ~ 113/03/17	Techniques for effective user research and Creating user personas based on research insights	
5	113/03/18 ~ 113/03/24	Analyzing and synthesizing user data	
6	113/03/25 ~ 113/03/31	Generating and evaluating design ideas to develop design concepts and user scenarios	
7	113/04/01 ~ 113/04/07	Storyboarding and prototyping ideas	
8	113/04/08 ~ 113/04/14	Wireframing and Low-Fidelity Prototyping	
9	113/04/15 ~ 113/04/21	Midterm Exam Week	
10	113/04/22 ~ 113/04/28	High-Fidelity Prototyping and Use of design tools such as Figma	
11	113/04/29 ~ 113/05/05	Designing for various screen sizes and resolutions	
12	113/05/06 ~ 113/05/12	Interaction Design and Usability Testing	
13	113/05/13 ~ 113/05/19	Applying user-centered design principles to a real-world project	
14	113/05/20 ~ 113/05/26	Developing a functional prototype with high-fidelity design	
15	113/05/27 ~ 113/06/02	Creating a comprehensive design portfolio	
16	113/06/03 ~ 113/06/09	Final project presentation	
17	113/06/10 ~ 113/06/16	Final Exam Week (Date:113/6/11-113/6/17)	
18	113/06/17 ~ 113/06/23	Flex week, learning activities should be arranged.	
Key capabilities			
Interdisciplinary			
Distinctive teaching			

Course Content	Computer programming or Computer language (students have hands-on experience in related projects) Logical Thinking
Requirement	
Textbooks and Teaching Materials	Self-made teaching materials:Presentations
References	
Grading Policy	◆ Attendance： 10.0 ％ ◆ Mark of Usual：40.0 ％ ◆ Midterm Exam： 25.0 ％ ◆ Final Exam： 25.0 ％ ◆ Other〈 〉： ％
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php . ※ **Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.**