

## GD 4020 - EXPERIENCE DESIGN

Credits: 3

This integrated course fully explores the significance and impact of experience design. Moving beyond traditional Graphic Design concepts, this course strives to create experiences beyond products and services. Students work on multi-faceted projects that address: way-finding, environmental graphic design, information architecture, and fabrication connections and resources. Students address issues such as: product or service life cycles, user interfaces, and the creation of environments that connect on an emotional or value level to customers. As in previous courses, students sharpen analytical, verbal, written, and visual presentation techniques. Upon successful completion of this course, students demonstrate a sound knowledge of research and user-centered design concepts via studio projects and client/user presentations.

Prerequisites: Completion of 60+ credits and approval of department Chair

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Articulate experience design.	Identifies numerous examples of experience design.	Identifies examples of experience design.	Identifies some examples of experience design.	Cannot identify examples of experience design.	GD-1, GD-2, GD-3, GD-4, GD-5, GD-6, GD-7, GD-8, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Understand the practice, process, and craft of designing a brand experience.	Applies and identifies the practice, process, and craft of designing a brand experience.	Applies the practice, process, and craft of designing a brand experience	Applies to a certain extent the practice, process, and craft of designing a brand experience.	Cannot apply the practice, process, and craft of designing a brand experience.	GD-1, GD-2, GD-3, GD-4, GD-5, GD-6, GD-7, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Apply rapid ideation and visualization techniques in experience design.	Provides numerous examples of rapid ideation and visualization techniques in experience design.	Provides examples of rapid ideation and visualization techniques in experience design.	Provides some examples of rapid ideation and visualization techniques in experience design.	Cannot provide examples of rapid ideation and visualization techniques in experience design.	GD-2, GD-3	Cultural Competence, Communication Competence, Critical Thinking
Apply human-centered design tools and research methods.	Identifies and understands human-centered design tools and research methods.	Identifies human-centered design tools and research methods.	Identifies to a certain degree human-centered design tools and research methods.	Cannot identify human-centered design tools and research methods.	GD-2, GD-3, GD-4, GD-7	Cultural Competence, Communication Competence, Design Competence, Critical Thinking