

GD 4020 - EXPERIENCE DESIGN

Credits: 3

This integrated course explores the significance and impact of experience design, broadening the notion of Graphic Design beyond products and services. Students work on multi-faceted projects that address way-finding, environmental graphic design, information architecture, fabrication connections, and resources. In addition, students address issues such as product or service life cycles, user interfaces, and create environments that connect on an experiential and emotional level to clients and customers. Students continue to sharpen their analytical, verbal, written, and visual presentation skills. Upon successful completion of this course, students demonstrate a sound knowledge of research and human-centered design concepts via studio projects and client/user presentations.

Prerequisites: GD 3040 - Design Systems

Course Learning Outcomes:	Exceeding	Meeting	Developing	Not meeting	Program Outcomes	Institutional Outcomes
Apply human-centered design tools and research methods.	The student has employed human-centered design tools and research methods to an elaborate experience design project.	The student has applied human-centered design tools and research methods to an experience design project.	The student has implied a developing ability to use human-centered design tools and research methods to an experience design project.	The student has failed to apply human-centered design tools and research methods to an experience design project.	GD-2, GD-3, GD-4, GD-8, GD-9	Cultural Competence, Communication Competence, Critical Thinking
Demonstrate the practice, process, and craft of designing a brand experience.	The student applies and identifies the practice, process, and craft of designing a multi-faceted brand experience.	The student has demonstrated the practice, process, and craft of designing a brand experience.	The student has demonstrated a rudimentary understanding of the practice, process, and craft of designing a brand experience.	The student has not demonstrated 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-8, GD-9	Cultural Competence, Communication Competence, Design Competence, Critical Thinking
Apply ideation and visualization techniques to visually represent an experience design plan.	The student has formulated thorough ideation and visualization techniques to visually represent a multi-faceted experience design plan.	The student has applied ideation and visualization techniques to visually represent an experience design plan.	The student has demonstrated a rudimentary understanding of ideation and visualization techniques to partially represent an experience design plan.	The student has failed to apply ideation and visualization techniques to visually represent an experience design plan.	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
Identify the role of experience design in the client-customer relationship.	The student has identified and thoroughly articulated the significance of the experience design in the client and customer relationship.	The student has identified the role of experience design in the client and customer relationship.	The student has partially implied the role of experience design in the client and customer relationship.	The student has not identified the role of experience design in the client and customer relationship.	GD-2, GD-3, GD-4, GD-9	Cultural Competence, Communication Competence, Critical Thinking