Minnesota State University Moorhead

GID 314: Experience Design

A. COURSE DESCRIPTION

Credits: 4

Lecture Hours/Week: 4

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
GID 310 - Typography

Corequisites: None

MnTC Goals: None

Experience Design will explore visual semiotics and the interaction between the viewer and the visual design. How metaphors can help to visually explain ideas to a user/viewer. A focus will be on using interaction design, information architecture, and user research. The application of research, analysis, and intuition.

B. COURSE EFFECTIVE DATES: 01/02/2021 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Design theories and human-centered design in business
2. Semiotics and visual communication
3. Creative process and research
4. Relationship between form and content
5. Metaphor and visualize concepts

D. LEARNING OUTCOMES (General)

1. Better comprehension of design theories and the value of human-centered design in business.
2. Understand how semiotics effect visual communication.
3. Understand the creative process.
4. Understanding the relationship between form and content.
5. Visual concepts using metaphors.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted