

# 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