

January 2022

## **Academy of Digital Arts: UX & UI Web Design COURSE OUTLINE**

NQF level 5; 152 Credits; one-year full-time contact mode learning programme: Higher Certificate in Web Publishing & Interactive Media  
SAQA ID 88182: <http://allqs.saqa.org.za/showQualification.php?id=88182>

This learning programme is aimed at allowing the learner to master the latest UX & UI web design technologies. Upon completion of the *Higher Certificate in Web Publishing & Interactive Media qualification*, the learner will be able to develop and utilise a variety of acquired design skills to conceptualise, design, test and produce professional, visual appealing digital platform solutions to suit client needs. The course emphasises general theories and principles, as well as their application, and includes a simulated work experience and/or Work Integrated Learning (WIL) component and skills transfer.

The course will develop learners' skills and knowledge in integrated web, app and interactive media strategy, design and production, to create output-ready works using industry-standard tools such as the Adobe Creative Suite and Figma. The course will also provide knowledge and skills in video editing, motion graphics and digital content production, as well as an overview understanding of a variety of professional practices, and the capabilities and limitations of web languages and technologies such as HTML & CSS, JavaScript and Content Management Systems (CMS), like Wordpress.

### **2. Main Outcomes of the course:**

Upon successful completion of this Higher Certificate in Web, graduates will demonstrate the following knowledge and skills:

- An informed understanding of the core areas of user experience (UX) and user interface (UI) design principles and practices, as well as industry-relevant knowledge and skills in key web-orientated processes, techniques, terminology, rules and theories.
- Skill in gathering, analysing and managing information from a variety of sources, including visual, written and verbal, merged with a fundamental aptitude to assimilate such data and research into content-relevant, problem-solving tasks.
- The ability to identify, access and solve web, app and digital design problems and tasks from briefing, planning and conceptualisation to technical execution and final output.
- Aptitude, skill and talent in producing functional, industry-standards compliant, interactive and digital experiences using established tools, processes and techniques.
- Demonstrate the ability to communicate information reliably, accurately and professionally, using conventions appropriate to the context of digital design, in written or oral presentations, and/or practical demonstrations. Including, but not limited to an understanding of conventions around intellectual property, copyright and plagiarism, and the associated legal implications in the web design and development industry.
- The ability to present, explain and debate strategies, principles and techniques used within the industry to both colleagues, and clients, on a professional level.
- Understanding, and competency in applying appropriate professional practices, accountability, behaviour and ethics in their chosen field.
- A body of work demonstrating their knowledge, skills and understanding of UX & UI web design.

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Ultimately, we would like students to be able to walk away with a thorough understanding of digital design and interactive media, and the various roles they can play in the web, app and digital design & development industry. They should be able to research, conceptualise, design, prototype and test websites, and other digital platforms, as well as present these in a public and professional space. They should also be able to create and edit video content for use in these digital platforms for enhancing websites, apps or marketing material. We would also like to instil in our students an understanding of standard work practices, procedures and the professional etiquette needed to function as capable, contributing members of the industry.

### **3. Methodology and Assessment Strategy:**

Theoretical concepts and practical skills will be gained primarily through contact lectures and practical application of knowledge, applied in conjunction with lecturer support, as well as through online forums, notes and exercises provided on the LMS Moodle and the academy's server. Other learning activities include group work; WIL- projects; independent and collaborative research projects, mentoring sessions, and practical presentations. Note that selected learning activities may be facilitated through a virtual environment.

The course consists of both summative and formative assessments, with summatives carrying the greater weighting, and level of importance. Ongoing formative class assessments are conducted and include practical assignments, theoretical tests, research projects, individual presentations, and group projects. Each module has ongoing formative practical assignments and a final summative assignment.

The main goal of formative assessment at ADA is to monitor a student's ongoing learning. During formative assessment, feedback is continually provided to advance learning, to help identify specific improvement areas, and to prepare students for summative assessments. Formative assessment furthermore assists lecturers in recognizing areas in which students might be struggling, so that these challenges can promptly be addressed.

During Summative assessment, which typically happens at the completion of a module or subject, your achieved learning is evaluated and compared against the learning programme's standards and outcomes. Summative assessment usually contributes a higher weighting towards your course total.

Students are required to achieve minimum of 50% for each module of the course in order to submit their final summative assignment and to achieve the qualification. This involves attending all contact sessions, working through the prescribed course notes, completing weekly exercises and tasks, completing assignments or group projects; and presenting final completed work to the class for feedback and assessment. Should students fail any of their projects, assignments, subjects or modules, they will need to refer to their academic guide as to the proper processes and rules that apply.

Once their final, summative project has been submitted, potential graduates are given the opportunity to participate in the Student Showcase event, which highlights and displays graduating student work to both industry leaders, family and friends. As industry leaders are herewith able to interact with and evaluate both the students and their work, many graduates receive their first job offers as a result of this event.

**4. Modules included in the programme with subject breakdowns and credit allocation:**

All modules contained in the learning programme are core, compulsory modules, and must be passed with a minimum of 50% in order to achieve the qualification.

<b>FORMATIVE ASSESSMENT MODULES</b> (60% Collective weighting within overall year)			
<b>Module</b>	<b>Subject</b>	<b>Duration (Weeks)</b>	<b>Topics Covered</b>
<b>Conceptualisation Techniques (CONTECH)</b>	<b>Design Thinking</b>	2	<ul style="list-style-type: none"> <li>- Introduction to Design Thinking</li> <li>- Characteristics of a Design Thinker</li> <li>- Future-centred Design</li> <li>- Design Thinking Methodologies and Practice</li> </ul>
	<b>UX Design</b>	8	<ul style="list-style-type: none"> <li>- What is UX Design?</li> <li>- The Mindset of a UX Designer</li> <li>- UX Processes and Methodologies</li> </ul>
<b>Web Technologies 01 (WEBTECH 01)</b>	<b>Introduction to Design</b>	4	<ul style="list-style-type: none"> <li>- Fundamental Design Principles and Elements</li> <li>- Perception Theory</li> <li>- Gestalt Theory</li> <li>- Branding Basics</li> <li>- Essential skills in Adobe Photoshop and Illustrator</li> </ul>
	<b>UI Design</b>	6	<ul style="list-style-type: none"> <li>- Design for Digital Platforms</li> <li>- User Interface Elements</li> <li>- Web and App Design Principles and Considerations</li> <li>- Layout Design and Approach</li> <li>- Best UI Practices</li> <li>- Figma software training</li> </ul>
<b>Interactive Techniques (INTECH)</b>	<b>Interaction Design</b>	4	<ul style="list-style-type: none"> <li>- The role of Interaction Design in various Industries</li> <li>- Interactive Prototype Development</li> </ul>

<b>Web Technologies 02 (WEBTECH 02)</b>	<b>Professional Practice</b>	3	<ul style="list-style-type: none"> <li>- Presentation and Pitch Skills and Techniques</li> <li>- Building a Career as a UX / UI Designer</li> <li>- Co-ordinating with Development Teams</li> <li>- Coding Language Overview</li> <li>- Agile and Scrum methodologies</li> </ul>
<b>Film Production Processes (FPP)</b>	<b>Film Production Processes (Adobe Premiere Pro)</b>	4	<ul style="list-style-type: none"> <li>- Introduction to pre-production processes and techniques, roles and departments</li> <li>- Recognising Fundamental Film Techniques &amp; Cinematography Techniques</li> <li>- Pre-production</li> <li>- Fundamentals of Video Editing</li> <li>- Adobe Premiere Pro software training</li> </ul>
<b>Motion Graphics (MOTO)</b>	<b>Motion Graphics (Adobe After Effects)</b>	4	<ul style="list-style-type: none"> <li>- What is Motion Graphics?</li> <li>- Difference between Premiere Pro and After Effects</li> <li>- Best practices and Workflow</li> <li>- Working with Animation</li> <li>- Industry Applications</li> <li>- Adobe After Effects software training</li> </ul>

**SUMMATIVE ASSESSMENT MODULES** (40% Weighting within overall year)

<b>Module</b>	<b>Subject</b>	<b>Duration (Weeks)</b>	<b>Topics Covered</b>
<b>Digital Portfolio (DIGIPORT)</b>	<b>Final Portfolio (DIGIPORT)</b>	3	- <b>Final Portfolio and Graduate Showcase</b>

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### **Module 1: Conceptualisation Techniques (CONTECH)**

Digital design is about more than just attractive layouts. To craft a truly engaging and streamlined digital platform experience, user-centered thinking and approaches are essential. As such, user experience (UX) design is the first step in the creation of any website, app or digital platform. In this module, students will gain a deeper understanding into the theories and methodologies used to research, strategise, create and test the foundations of a digital platform in order to enhance the overall flow and presentation of content, and provide a better end product for both the client and the end user.

Students' learnt skill and knowledge in these areas are assessed through a variety of class exercises, practical and written assignments.

#### **Module 1 Subjects:**

Design Thinking

User Experience Design (UX)

### **Module 2: Web Technologies 01 (WebTech 01)**

During this module, students expand on their UX knowledge and skills to further enhance the visual appeal and engagement of their planning and wireframes. Through an understanding of essential design principles and elements, as well as instruction in design and layout for web and apps across a variety of devices, they are able to conceptualise and produce attractive, intuitive and purposeful websites and screen visuals.

Here, students' learnt skill and knowledge is assessed through a variety of class exercises, practical assignments and presentations.

#### **Module 2 Subjects:**

Introduction to Design

User Interface Design (UI)

### **Module 3: Interactive Techniques (INTECH)**

One of the most important areas of consideration in any digital platform development is how the user is able to interact and engage with the content. What sort of feedback do they receive to indicate actions, for example. Any platform that does not allow for interactivity is bound to fall flat. In this module, students will not only explore this topic, and its applications in the industry, but also expand on both their UX and UI skills through creating functional, and interactive prototypes of their websites and designs. This tool is useful in both testing, and client presentations and will stand them in good stead for their future careers.

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In this module, students will be required to demonstrate acquired skills and knowledge through various class exercises and practical assignments.

**Module 3 Subjects:**

Interaction Design

**Module 4: Web Technologies (WebTech 02)**

So often overlooked in education is the ability to enter into the industry with fundamental business knowledge and processes. In this module, students are given insight into the roles within the industry as a whole, how to approach their careers, finding employment and how to put your best foot forward.

They are also given more technical knowledge and insights into how to interact with, and hand over, to development teams, the capabilities and limitations of various coding languages, as well as fundamental Agile and Scrum methodologies.

In this module, students will be required to demonstrate acquired skills and knowledge through a series of assignments, presentations and group work.

**Module 4 Subjects:**

Professional Practice

**Module 5: Film Production Processes (FPP)**

Film and video are exceptionally dynamic platforms, and often a digital designer will be asked to edit, and assemble, a variety of clips for websites, social media or other platforms. In this module, students get to explore basic visual principles of film, along with a particular focus on video editing techniques, protocol and implementation for marketing or branding purposes.

Students are required to show application of the different facets of the editing process through a variety of class exercises, assignments and tests focused on assessing their knowledge in each part of the video editing process.

**Module 5 Subjects and/or Topics:**

Film Production Processes

### **Module 6: Motion Graphics (MOTO)**

In this module, students learn the ins and outs of animation, compositing and VFX using the market-leading software package, Adobe After Effects. Beyond the technical, students will study good digital image design, workflows, motion graphics and information design processes. Students also explore the viewer experience from concept to execution, and learn to output visual content to mobile, online and TV media.

In this module, students demonstrate their learnt skills and knowledge through a variety of class exercises and assignments focused on assessing their understanding and abilities.

### **Module 5 Subjects and/or Topics:**

Motion Graphics

### **Module 7: Digital Portfolio (DIGIPOINT)**

The digital portfolio represents the summative of the year's learning, and students are required to apply all skills, theories and learned content to refine and improve upon their projects throughout the year, and ultimately curate a body of work that best represents their knowledge and skills in UX & UI Design. This portfolio will be not only be on display at their Graduate showcase, but also be used going forward, as they enter into the industry, and start their professional careers.

## **5. Resources & Materials:**

The following will be provided during class:

- Lecturer slides and class notes uploaded to the Moodle LMS and the internal Server
- Links, video and additional notes, comments and feedback on the various student platforms and communication channels, as well as the Moodle LMS and the Server as appropriate.

Resources and references:

- Our on-campus library provides a thorough body of hardcopy reference and inspiration material. The full list of books and magazines is available on our Library Master Sheet, found on our Moodle LMS, and students are encouraged to explore the library itself.
- Access to Safari Books is available in the library, offering many digital reference resources.
- Additional recommended reading in digital format is available on the Server and the Moodle LMS, available to all web students.
- Multiple online resources are available and recommended to the students both in class, and below.

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### Essential Reading and Reference List:

#### *Available in the library:*

- Thou Shall Not Use Comic Sans: 365 Graphic Design Sins and Virtues: A Designer's Almanac of Dos and Don'ts by Tony Seddon, John Foster, Peter Dawson, Sean Adams
- Sexy Web Design, by Elliot Jay Stocks
- User Story Mapping - Building Better Products Using Agile Software Design
- UI is Communication - How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication, by McKay, E
- Universal UX Design: Building Multicultural User Experience, by Alberto Ferreira
- Prototyping for Designers, by Kathryn McElroy
- About Face: The Essentials of Interaction Design, by Alan Cooper
- UX Strategy: How to Devise Innovative Digital Products that People Want, by Jaime Levy
- Basic Interactive Design: Interface Design, by Dave Wood
- Type on Screen, by Lupton, Ellen (ed.)
- Net Magazine
- Computer Arts Magazine

#### *Recommended additional reading:*

- Lean UX, 2nd Edition by Jeff Gothelf, Josh Seiden
- The Graphic Design Reference & Specification Book
- Graphic Icons: Visionaries Who Shaped Modern Graphic Design, by John Clifford
- The Design Method: A Philosophy and Process for Functional Visual Communication, by Eric Karjaluoto Publisher
- Drawing for Graphic Design: Understanding Conceptual Principles and Practical Techniques to Create Unique, Effective Design Solutions, by Timothy Samara
- The Smashing Idea Book: From Inspiration to Application, by Cameron Chapman

#### *Online & Digital Sources:*

- Sitepoint - Frontend Developer Ebook Bundle
- Safari Books (library computer)
- Stack Overflow (stackoverflow.com)
- W3 Schools (w3schools.com)
- Creative Bloq (creativebloq.com)
- Smashing Magazine (smashingmagazine.com)
- Site Inspire (siteinspire.com)
- Awwwards (awwwards.com)
- Webby Awards (webbyawards.com)
- Digital Arts (digitalartsonline.co.uk)

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