GRAPHIC DESIGN FOR

USER EXPERIENCE

RADFORD UNIVERSITY

ARTG 383

Introductions

INTRODUCTION

Hi, I'm Lindsay Brine

I've worked at an integrated marketing company, Designsensory for over 15 years. In 2021, I went back to school to pursue an M.F.A. from SCAD in Service Design.

I've worked on hundreds of interaction design projects, taught branding at the University of Tennessee and truly enjoy every facet of the design process.

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The Evolution of Interaction Design to Service Design

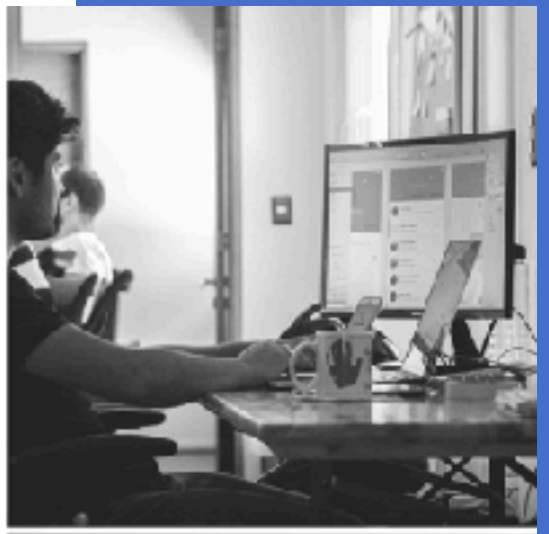
Interaction Design

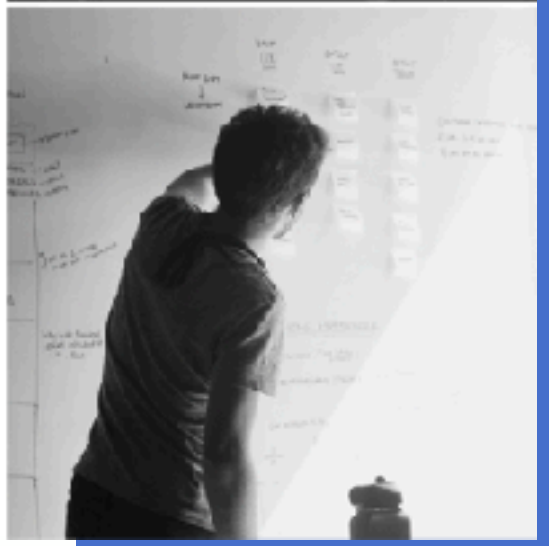
'Interaction' → User → Device Interface

Service Design

'Encounters' → User → Service Interface

Elena Pacenti (1998) used interactive design as an analogy to describe service design as a shift from the interpretation of **services as complex organizations** to one of **services as complex interfaces** to the user.





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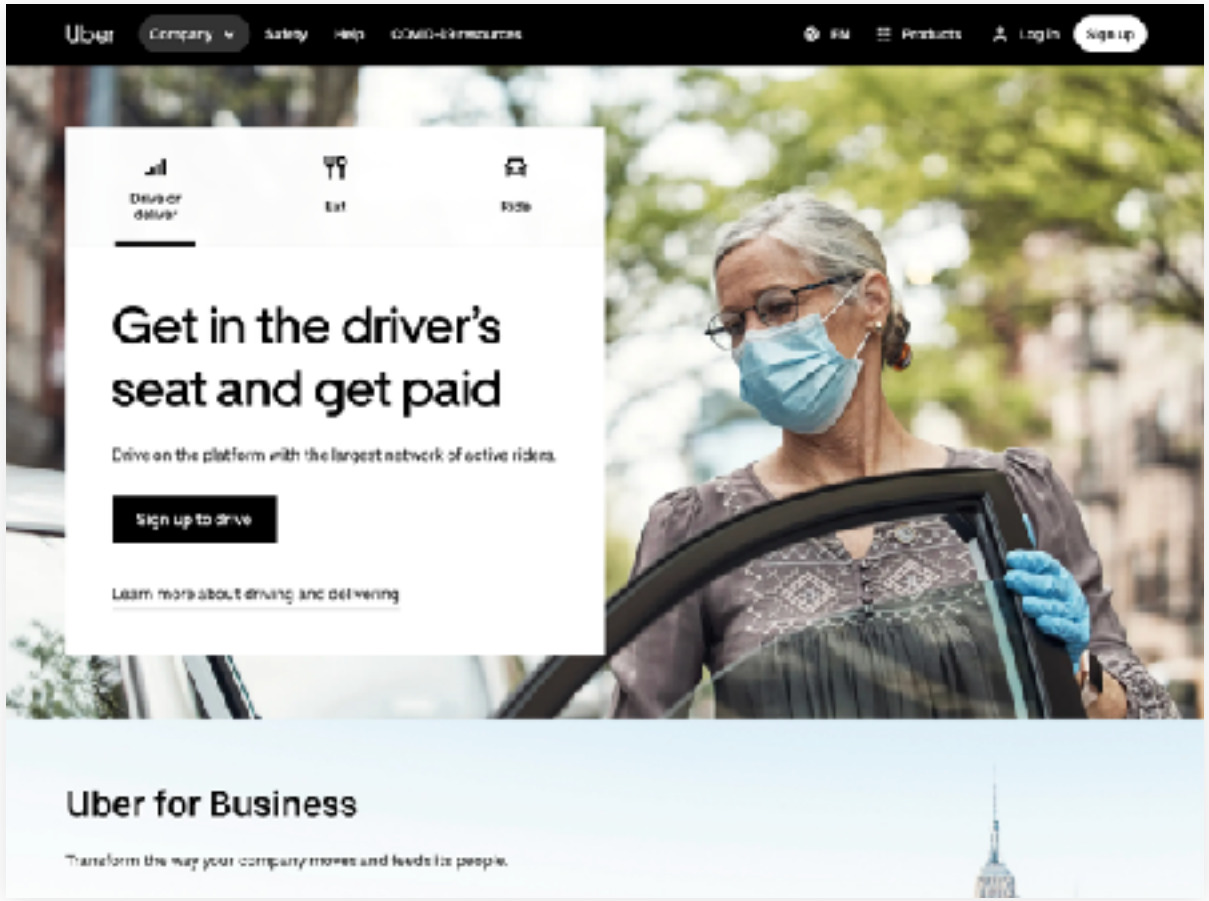
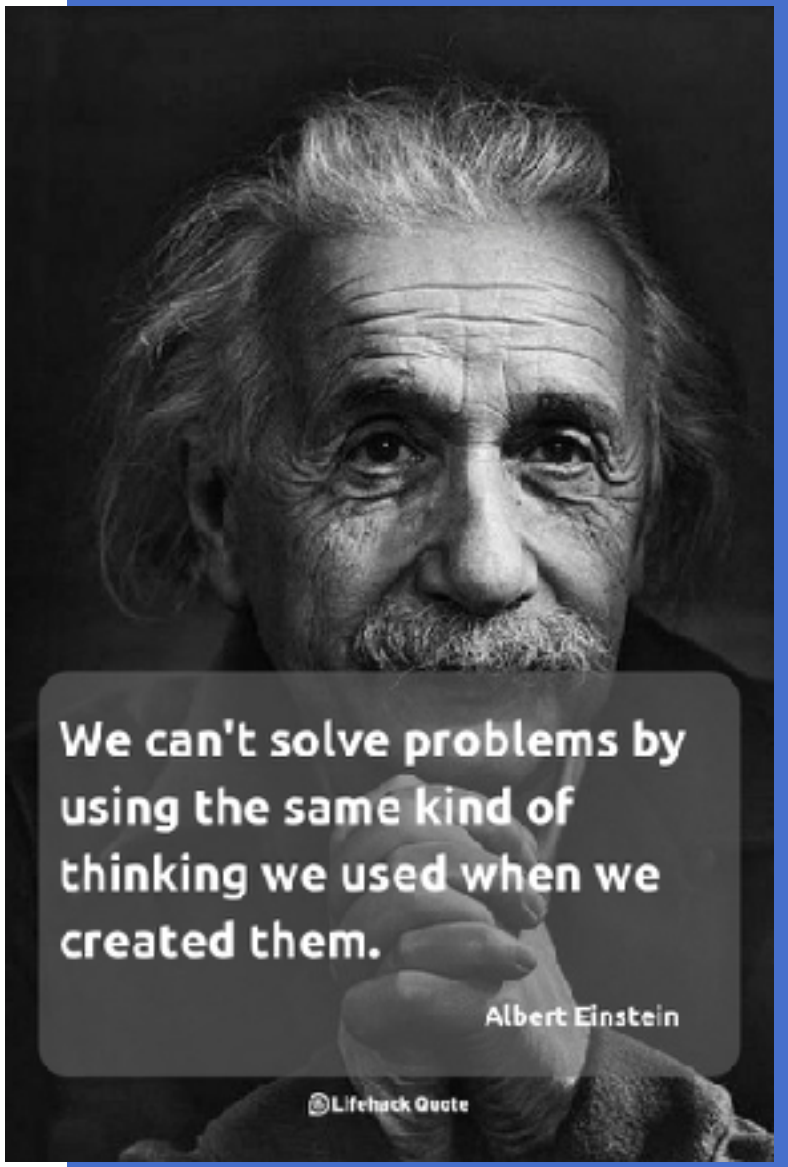
Why are you here?





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Class Outline

This class is a study of interaction design fundamentals with a focus on user experience. We will explore prototyping options for proving your concept in this medium without the need to fully develop (i.e. code) a project.

Project 1 - App Redesign

Project 2 - Landing Page Design

Spring Break

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Project 3 - Website Design

Project 4 - Process Documentation

What else counts?

Presentations

Reading or Video Assignments

Discussion Engagement (D2L and in class)

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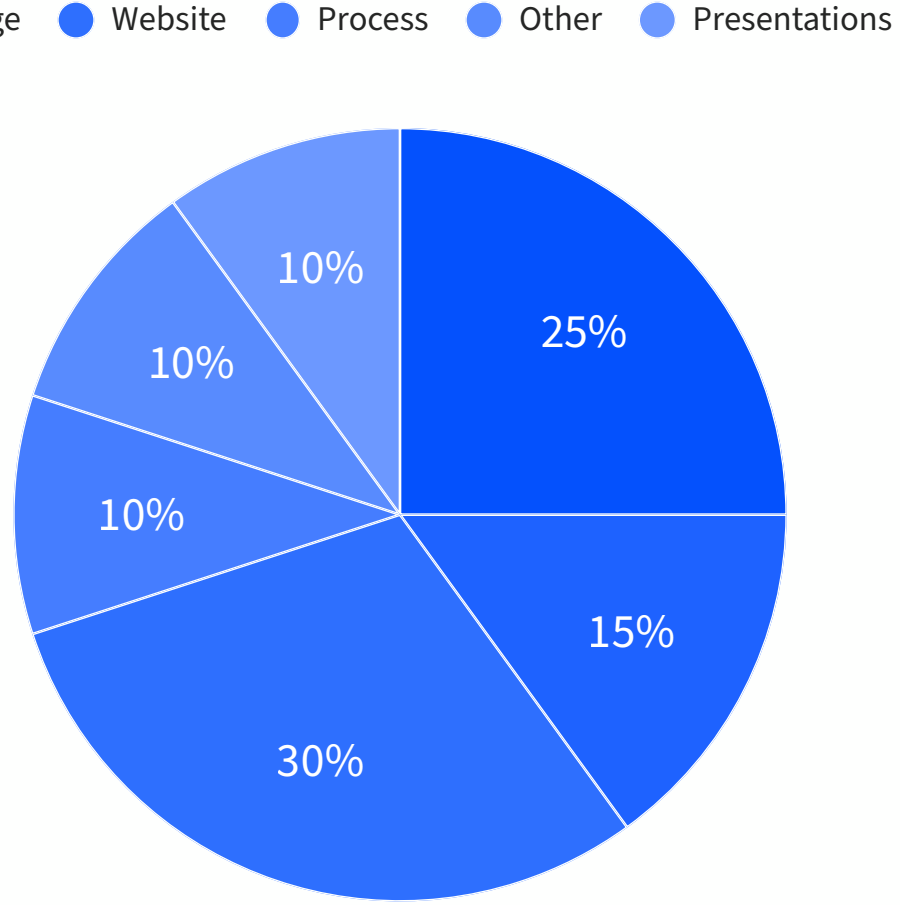
G R A D I N G

Process
Realization
Professionalism

A class is an experience in sharing individual experiences. Punctual attendance, the meeting of deadlines in a prompt manner, your contribution at critiques and presentations, and a mature respect for your own work as well as that of others is expected.



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INTRODUCTION
What is Interaction Design?

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THE HISTORY

4000 BC Feng Shui

Feng Shui is all about arranging your surroundings in the most optimal, harmonious or user-friendly way.

500 BC The Ancient Greeks and Ergonomics

Greek civilizations designed their tools and workplaces based on ergonomic principles.

1900s Frederick Taylor and Scientific Management

Taylor conducted extensive research into the interactions between workers and their tools looking to make them more efficient.

1940s Toyota and the Value of Human Input

Toyota factory workers could pull a cord to stop the assembly line if they had feedback or suggestions to improve the process

1955 Henry Dreyfuss The Art of Designing for People

“When the point of contact between the product and the people becomes a point of friction, then the [designer] has failed.”

1966 Walt Disney

Disney envisioned a place where “the latest technology can be used to improve the lives of people.”

1970s XEROX, Apple and the PC Era

The 1970s kicked off the era of personal computers. Xerox’s PARC research center developed a graphical user interface and the mouse.

1995: Donald Norman Give UX a Name

Donald Norman, a cognitive scientist, joined the team at Apple in the early 90s as their User Experience Architect.

2018+

UX design is constantly evolving, and the fascinating journey continues.

UX DESIGN

App Design

Productivity

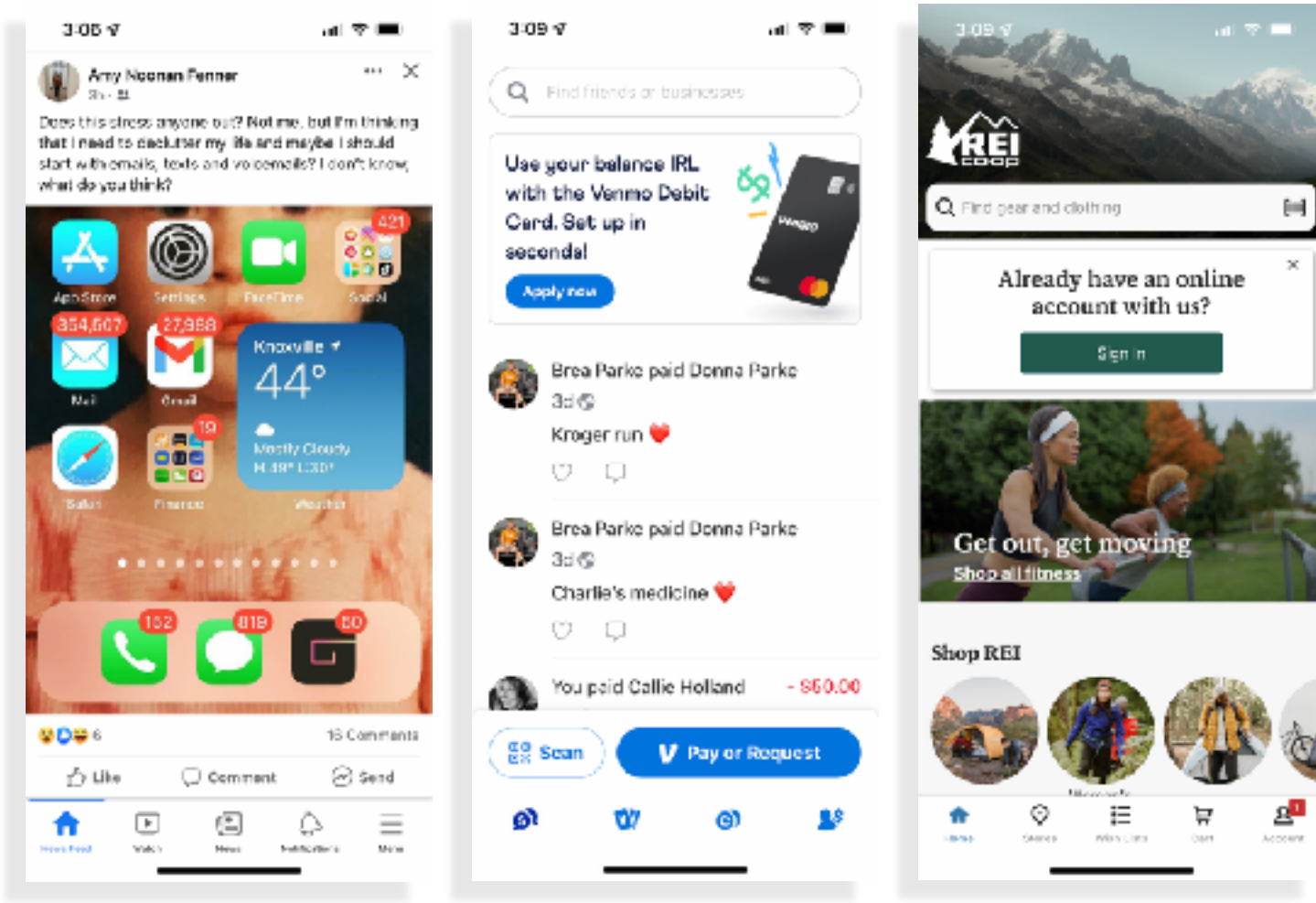
News

Ecommerce

Social Media

Finance

Home



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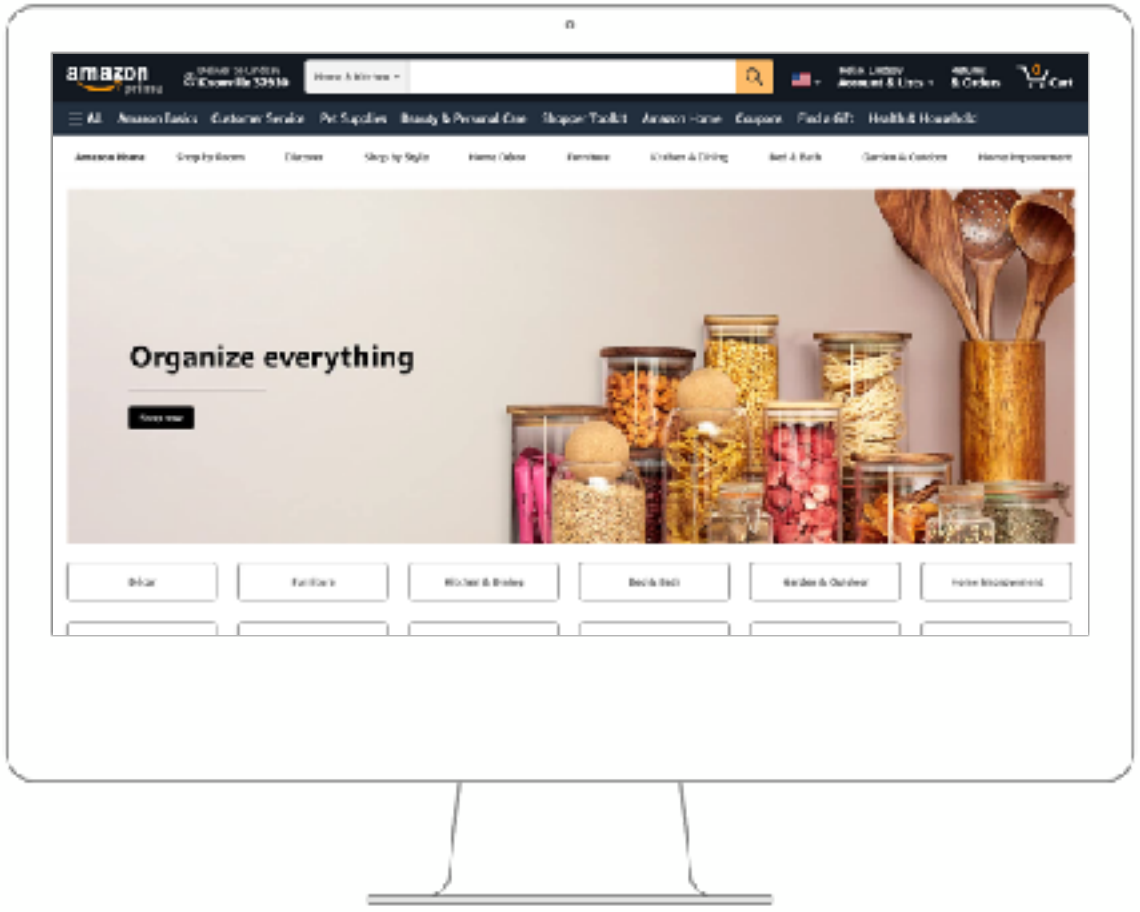
Website Design

Evaluate your website visits based on

Frequency: what are sites you often access?

Enjoyability: what sites do you enjoy visiting?

Use Case: what sites do you go to for a specific task?



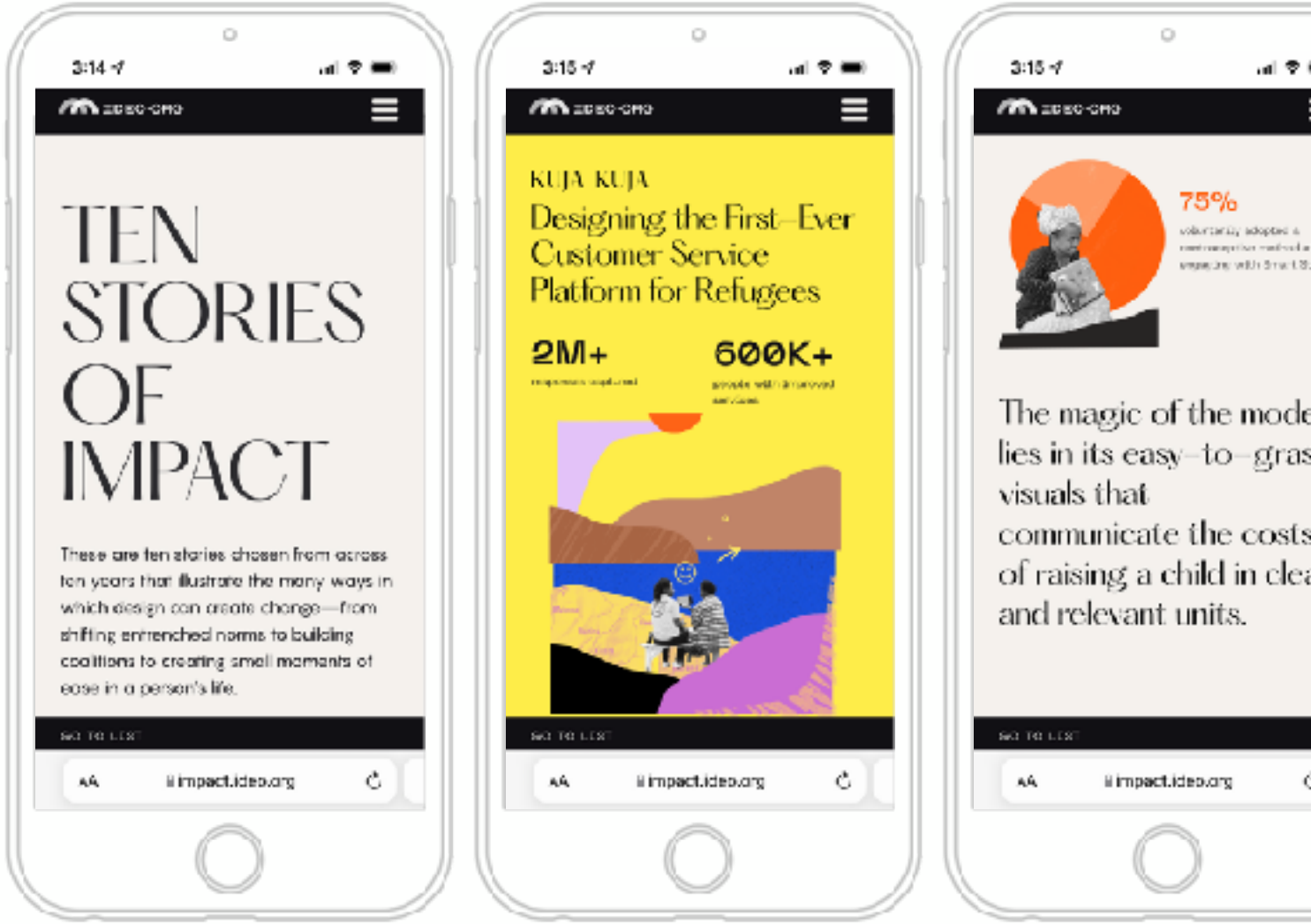
UX DESIGN

Mobile First Approach

Designing a product for **mobile** users before expanding to a **design** for tablet and desktop users.

Introduction of the term:

Responsive Design



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UX DESIGN

Why a mobile first approach?

Smartphone sales value in North America

84bn USD

Android operating system market share worldwide

85.9%

Apple's smartphone sales market share worldwide

15.2%

Samsung's global smartphone market share

20.6%

Huawei's market share of smartphone shipments Q4 2020

8.4%

statista.com

UX DESIGN

What else needs UX design?

Watches

Kiosks

Interactive Museum Installations

POS System Displays

Dashboards

Automotive Panels

Tablet Applications

Metaverse

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NN/g

UX vs. UI

UX DESIGN

Zoom Levels Ecosystem to a Pixel

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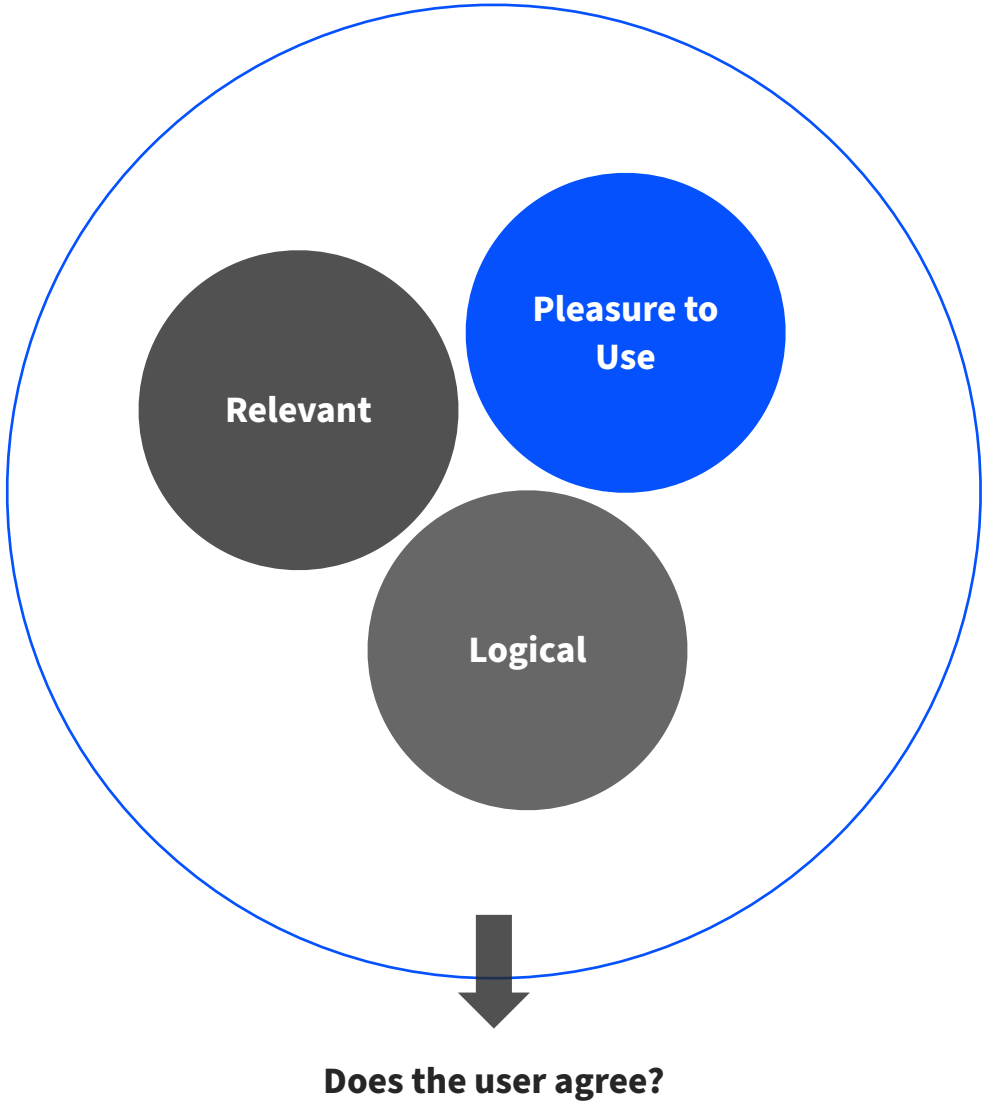
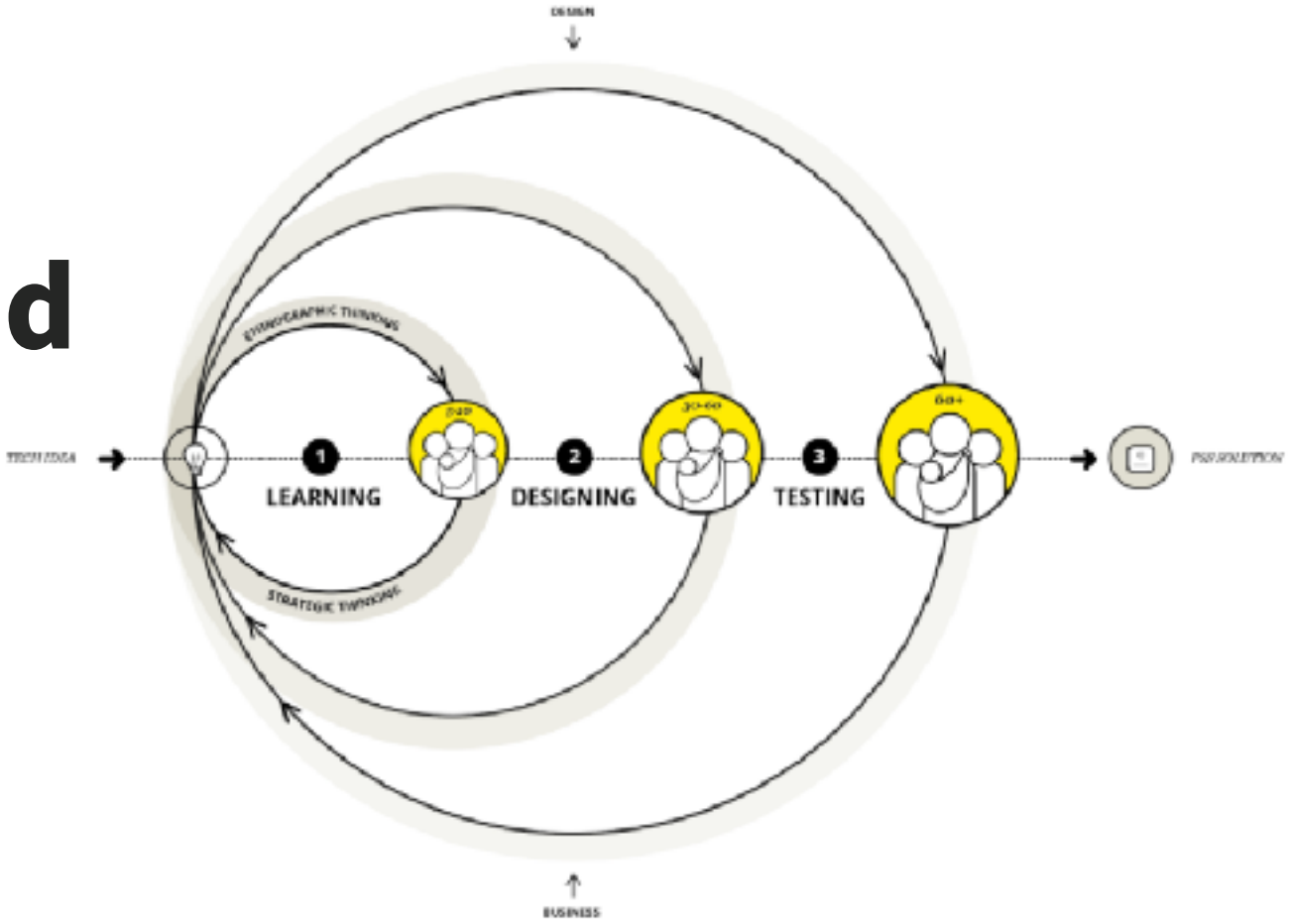
The User Experience Evaluation



UX DESIGN

Designing and Prototyping Solutions



Assignment 1

Part 1: Selecting an App to Redesign

Due Next Class: Research and Presentation

Research 3 Apps for Redesign

Consider and include who is the audience, what is the goal or purpose of the app, what special functionality exists. Include all three in your presentation, and select one that you want to redesign. Be ready to present your research to the class and explain why you selected the one you want to redesign.