WEB DESIGN (WDM)

WDM 200 User Experience I   3 sem. hrs.
Technology companies spend billions of dollars ensuring that their products are intuitive and delight users. This course will teach you how they do that. You'll learn what drives product usability, the basics of User Experience (UX) design and research, and how to build wireframes and prototypes. By the end of this course, you'll be on your way to building experiences that make customers happy. This online class has optional live sessions.

WDM 301 User Exp I:Understand User Exp   3 sem. hrs.
Technology companies spend billions of dollars ensuring that their products are intuitive and delight users. This course will teach you how they do that. You'll learn what drives product usability, the basics of User Experience (UX) design and research, and how to build wireframes and prototypes. By the end of this course, you'll be on your way to building experiences that make customers happy. This online class has optional live sessions.

WDM 302 User Exp II: Build Comp User E   3 sem. hrs.
This course builds upon User Experience I and will teach you how to build effective user experiences through a rigorous process of implementing best practices, testing designs, and iterating. You will also cover topics such as branding, color palettes, user journeys, and designing for multiple platforms. By the end of this course, you will be able to build a mobile app or website prototype and iterate upon it based on user feedback. This online class has optional live sessions. Prerequisites WDM 301: User Experience I COM 295: Graphic Design I

WDM 400 Capstone Proj: Goal Or&Web Des   3 sem. hrs.
One of the main goals of a company's website is to improve its bottom line. In this course, you will propose and build a new website for an existing company. This website should be optimized to boost conversion events for the company in question. In doing so, you will need to research customer behavior and industry trends in order to successfully generate leads and sales. This course will test all of the skills built up through the Web Design major - design, prototyping, optimization, and programming. This online class has optional live sessions. Prerequisites CSC 101: Programming for Everyone I CSC 301: Web Development COM 295: Graphic Design I GD 397: Graphic Design II WDM 301: User Experience I WDM 302: User Experience II