

1. BASIC DETAILS

Course	Usability Design (UX)
Degree	Bachelor's Degree in Advertising
School/Faculty	School of Social Sciences and Communication
Year	YEAR 4
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	S7

2. INTRODUCTION

Usability Design (UX) is an optional subject, with an academic load of 6 ECTS, which is part of the Specialisation in Creativity courses, in the last year of the Bachelor's Degree in Advertising.

3. SKILLS AND LEARNING OUTCOMES

Once the subject has been successfully completed, students must have acquired the following key, transversal and specific skills from the course. In turn, once finished, the student is expected to have learned and made in progress in some specific learning outcomes.

Key skills (CB, by their acronym in Spanish):

CB2. Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.

CB4. Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5. Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Transversal skills (CT, by their acronym in Spanish):

CT2. Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt.

CT3. Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4. Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements.

CT5. Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations.

CT6. Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations.

CT8. Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements.

CT9. Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

CE25. Ability to describe the processes involved in the use of technology, estimate the resources required to efficiently design a communication product and defend the proposal made.

CE26. Ability to identify and criticise the procedures established in the use of technology, as well as plan the way in which it should be used.

CE27. Ability to use communication technology appropriately, discovering new uses of existing communication technology and predicting its ephemeral nature to be updated.

Learning outcomes (RA, by their acronym in Spanish):

- Prototype the functionalities to be verified.
- Know the different types of tests and conduct analysis to obtain data on the website or app, as well as to obtain performance data.
- Assessment of the data collected and preparation of the final usability report.
- Use the software required to implement necessary improvements for better use of the website or app.

4. CONTENTS

The themes and topics taught and worked on in class and during the course will be developed based on the following content:

- History of usability and its evolution until the current multiscreen.
- Usability testing, navigation, identity, access and content clarity, etc.

The syllabus of the course will be specifically distributed as follows:

Unit 1. User research

Unit 2. Usability testing

Unit 3. Heuristic rules of UX

Unit 4. Information architecture

Unit 5. UX interfaces and environments

Unit 6. Usability and UX reports

5. TEACHING/LEARNING METHODS

The following teaching/learning methods will be used in class to achieve the learning outcomes and acquire the expected skills:

- Lecture /online conference.
- Collaborative learning.
- Problem-based learning.
- Project-based learning.

- Simulation environments.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Learning activity	Number of hours
Lectures	24 h.
Asynchronous lectures	6 h.
Case study analysis	10 h.
Problem-solving	10 h.
Drawing up reports and written work	15 h.
Group tutorials	10 h.
Independent working	45 h.
Workshops and/or laboratory work	30 h.

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
On-campus knowledge tests	40%
Case study/problem scenario	10%
Reports and written work	20%
Laboratory work	20%
Performance observation	10%

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAFÍA

The works of reference for follow-up of the course are:

- Krug, S. (2014). Don't make me think: a common-sense approach to web usability, New Riders
- Mendez, R.; Ferror, M.; & Aguirre, E. (2020). UX, una metodología de diseño eficiente.
- Torres, D. (2018). Usabilidad. Deja de sufrir. Anaya Multimedia.
- Rizo, E. (2021). Más que diseño de experiencia (UX): Life-centered design para productos y servicios. ESIC Editorial.

It is recommended that the student consult or bear in mind the bibliographical references below:

- Kavounas, A. (2013). Strategic thinking: pensamiento estratégico para creativos publicitarios. Promopress.
- Alegre, E. (2021). UX writing con empatía de género. Editorial Autores de Argentina.

- Krug, S. (2010). Haz fácil lo imposible. Anaya Multimedia.