

macleay college

Unit & Elective Descriptors

Diploma of User Experience Design



Core units – year one

Research and Insight

This subject introduces you to the field of business research and how it's used by business managers to improve their marketing and business decisions. The subject follows the logic of the research process starting with planning, data collection, data analysis and finally the communication of research results to management.

Digital Design

In this subject you'll be learning basic design and art direction skills using form, colour, typography and layout to create posters, brochures, advertisements and presentations. You'll also be learning how to create digital artwork, presentations and pre-press production for print and online advertising using the industry standard software Adobe Creative Suite (Photoshop, Illustrator, InDesign and Acrobat). You'll also be setting up your own WordPress blog to document your work.

Coding Fundamentals

Learn about what coding is, what it is used for, various coding languages and how experience with coding is essential in web development, dashboards, apps and digital platforms and tools. Learn which coding language is best suited to which business and technological issue and develop hands-on skills in programming in one or more industry standing coding languages.

Written Communications

This subject introduces you to the key theories, styles, roles and importance of written communication in the digital media industries. You'll be learning about how to create and revise writing for a variety of outcomes including academic writing, copywriting, editorial writing, creative writing for digital platforms and writing for presentations. You'll also be learning how to evaluate appropriate forms and styles of writing for specific audiences in order to create powerful, impactful and engaging pieces of writing. The subject also includes the cultural heritage of written forms.

Design Thinking

Design thinking is the use of observation, analysis, empathy, problem solving, the generation of creative solutions, evaluation and critical appraisal which can be applied to any type of problem or scenario and which can benefit every business and industry. Creativity is quickly becoming the central guiding force in the world economy, displacing the importance of technology. This subject is designed to help you develop your creative/design thinking skills which will help you in your professional and personal life.

Advanced Digital Design

Build upon the Digital Design unit with advanced training in Adobe Creative Suite. Develop high-level skills in graphic design, art direction and presentation. You'll learn how to use colour, illustration, typography and layout to create visuals and production-ready artwork for multi-disciplined (print and online) advertising campaigns.

Interaction Design

In this subject you'll be developing your design and coding skills in order to create and design responsive websites and interactive interfaces for commercial and creative clients and projects. The subject explores fundamental areas of web, app and screen design such as layout, type design, colour, motion, navigation, user experience and interaction. You'll also be introduced to relevant coding languages so that you can create and manipulate the structural components of web and app design.

Business Law

All Australian businesses operate within a legal framework. In this unit students are introduced to the Australian legal system and how laws are created, applied and interpreted. Through the extensive use of relevant case law students will learn about and discuss substantive business law topics including business crimes, the law of torts, contract law, consumer protection law and competition law. The unit also describes and explores the nature of business organisations.

User Experience

In this subject you'll be learning how to create and develop better User Experience (UX) designs. The subject covers UX for web and mobile. This subject includes why UX design is critical to the success of any website or mobile app and why it provides a key competitive advantage. You'll be researching and reviewing various aspects of target research, product development, design, technical implementation, marketing and feedback.