



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Interior Design

Level: UG

Branch: BID

Course / Subject Code : 2X55108

Course / Subject Name : UI And UX

w. e. f. Academic Year:	2024 - 2025
Semester:	5
Category of the Course:	Elective

Prerequisite:	Knowledge of human psychology and behavior is also crucial for the designer, as this helps designers create spaces that are not only visually appealing but also intuitive and user-friendly. Familiarity with digital design tools and software, such as Adobe Creative Suite and CAD programs, is important for developing and visualizing UI/UX concepts
Rationale:	This course aims To provide the knowledge of User- Centered Design, User -Centered methods in design. To introduce the key UI (User Interface)/UX (User Experience) principles while addressing specific needs and challenges related to Interior Design.

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
0	1	1	2	NA	50	NA	50	100

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Unit 1: Fundamentals of User Experience (UX) UX Basics- Foundation of UX design, Good and poor design, Understanding Users, Designing the Experience Elements of user Experience, Visual Design Principles, Functional Layout,	08	25



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	Interaction design, Introduction to the Interface, Navigation Design, User Testing, Developing and Releasing Design		
2.	Unit 2: Fundamentals of User Interface (UI) User Interface Design (UI) – The Relationship Between UI and UX, Roles in UI/UX, Interface Conventions, Approaches to Screen Based UI, Template vs. Content, Formal Elements of Interface Design, Active Elements of Interface Design, Composing the Elements of Interface Design, UI Design Process, Visual Communication design component in Interface Design.	08	25
3.	Unit 3: Cognitive Aspects of User Experience Understanding Cognitive Psychology in UX Design, Cognitive Load and UX Design, Types of Cognitive Load Gestalt principles and Visual Design: Figure-Ground, Law of Proximity, Law of Similarity, Law of Closure, Law of Continuity, Law of Symmetry, UX Design Psychology Principles: Von Rest Orff effect, Hick’s Law, The Principle of Least Effort, The Serial Positioning Effect, The Principle of Perpetual Habit, The Principle of Emotional Contagion	08	25
4.	Unit 4: Practical Usability Testing User Study- Interviews, writing personas: user and device personas, User Context, Creating the working prototype, using prototyping tools, Sharing and Exporting Design. Making an end-to-end experience of the story line virtually through screen designs.	08	25
	Total		100

*: indicative

Thrust / Projects:

- To understand iterative user-centered design
- To gain hands-on, practical learning experience through real-world projects & assignments



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Reference Books:

1. The Elements of User Experience: User-centered Design for the Web- By Jesse James Garrett, New Riders publications
2. Don't make me think – a common sense approach to web usability- By Steve Krug, New Riders
3. Lean UX: Applying Lean Principles to Improve User Experience- By Jeff Gothelf and Josh Seiden, Shroff/O'Reilly

*- this is suggestive for common purpose. Faculty may decide on this, considering student group and institution philosophy.

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