




5.00 credits

22.5 h

Q1

|                             |   |
|-----------------------------|---|
| Teacher(s)                  | Kieffer Suzanne ;Zen Mathieu (compensates Kieffer Suzanne) ;  |
| Language :                  | French  |
| Place of the course         | Louvain-la-Neuve  |
| Learning outcomes           |   |
| Evaluation methods          | Formative assessment based on group assignments (60% final grade) with an exam in January (40% final grade). In September (second session), individual work based on the results obtained in the first term, to be handed in on the first day of the session. All useful information about these modalities is available on moodle.   |
| Teaching methods            | Hybrid teaching combining ex cathedra courses, practical work and project-based teaching. Ex cathedra classes in person, workshops online.  |
| Content                     | <ul style="list-style-type: none"> <li>• From usability to user experience</li> <li>• Research-based web usability guidelines</li> <li>• Heuristic evaluation</li> <li>• Prototyping</li> <li>• Experimentation (quantitative research method)</li> <li>• Survey (qualitative research method)</li> <li>• User interface aesthetics</li> </ul>  |
| Inline resources            | Moodle (asynchronous): course slides, bibliographical resources, calendar, templates and rubrics, exercises, tests, assignments, peer-reviewed workshops<br>Microsoft Teams (live): calendar, meetings, documents, discussion, lecture notes<br>Web links: explanatory videos, websites, online software  |
| Bibliography                | DONDIS, D. A. A Primer for Visual Literacy, vol. 3. The MIT Press, June 1973.<br>GALITZ, W. O. The Essential Guide to User Interface Design : An Introduction to GUI Design Principles and Techniques. John Wiley & Sons, 2002.<br>NGO, D. C. L., TEO, L. S., AND BYRNE, J. G. Modelling interface aesthetics. Information Sciences 152 (2003), 25–46.<br>NIELSEN, J. Designing web usability: The practice of simplicity. New Riders Publishing, 1999.<br>NORMAN, D. A. Emotional design: Why we love (or hate) everyday things. Basic books, 2005.<br>REINECKE, K., AND GAJOS, K. Z. Quantifying visual preferences around the world. In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (2014), ACM, pp. 11–20.<br>SALIMUN, C., PURCHASE, H. C., SIMMONS, D. R., AND BREWSTER, S. The effect of aesthetically pleasing composition on visual search performance. Proc. 6th Nord. Conf. Human-Computer Interact. Extending Boundaries - Nord. '10 (2010), 422<br>TRACTINSKY, N., A.S KATZ, AND IKAR, D. What is beautiful is usable. Interact. Comput. 13, 2 (Dec. 2000), 127–145.<br>VANDERDONCKT, J., AND GILLO, X. Visual techniques for traditional and multimedia layouts. In Proc. Work. Adv. Vis. interfaces (1994), ACM, pp. 95–104. |
| Other infos                 | Some teaching resources are in English  |
| Faculty or entity in charge | ESPO  |

| <b>Programmes containing this learning unit (UE)</b> |         |         |              |   |
|--|---------|---------|--------------|---|
| Program title  | Acronym | Credits | Prerequisite | Learning outcomes   |
| Minor in numerical technologies and society          | MINSTIC | 5       |              |  |
| Minor in Information and Communication               | MINCOMU | 5       |              |  |
| Bachelor in Information and Communication            | COMU1BA | 5       |              |  |