A. Course Description

Credits: 4

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course introduces students to designing, conducting, communicating, and evaluating user research. Students learn to form and investigate a research question, examine existing literature, use a wide array of methods, conduct effective user research, make design recommendations, and communicate research findings.

B. Course Effective Dates: 08/17/2014 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Articulate the role of user research in communication design.
2. Communicate research findings to design team.
3. Appraise literature in user research.
4. Distinguish different types of research designs.
5. Examine the quality of research designs with regard to validity, variables, and data analysis.
6. Construct a solid research question with an excellent sense of measurability.
7. Choose effective user research methods.
8. Conduct a successful user research project.
9. Collect and analyze data effectively.
10. Make design recommendations based on research findings.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None