Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2026/2027

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	UI/UX Design
Course/Module code *	KW5
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 3, semester 5
Course type	elective major
Language of instruction	English
Coordinator	Mgr Mikołaj Garlak
Course instructor	Mgr Mikołaj Garlak

* - as agreed at the faculty

1.1.Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
5		30						3

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass with a grade

2. PREREQUISITES

Understanding of basic UI/UX concepts and proficiency in using interface design tools, as well as a willingness to learn and develop in this area.

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	Introducing students to key concepts related to user interface (UI) design and user experience (UX).
O2	Developing practical skills in designing interactions and navigation in applications and websites.
O3	Strengthening students' awareness of the importance of usability, accessibility, and aesthetics in interface design.
O4	Enabling students to independently analyze, evaluate, and improve existing user interfaces in terms of their usability and user experience.

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student develops skills in analysing and understanding the ways visual and linguistic content impact the audience, enabling effective user interface design considering their influence on user experience.	K_W04
LO_02	The student utilizes acquired workshop skills to implement their own concepts in user interface design and applies effective techniques to practice these skills through independent work, enabling continuous development in the field of UI/UX Design.	K_U10
LO_03	The student supplements their own toolkit, skills, and knowledge, constantly updating them, which will contribute to a professional and comprehensive approach to user interface design and user experience. The student pays attention to emerging trends and modern technologies that shape the UI/UX design process.	K_K01

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline

B. Classes, laboratories, seminars, practical classes

Content outline
1. Analysis and evaluation of existing user interfaces: • Assessing interface usability through user testing. • Analyzing ergonomics and accessibility of interfaces for different user groups. • Investigating interface aesthetics and their alignment with current design trends. 2. Designing interactive interface prototypes: • Creating interactive prototypes of mobile applications and websites using tools such as Adobe XD, Figma, or Sketch. • Testing prototypes for functionality, interaction, and usability. 3. User testing: • Planning test scenarios and preparing tasks for test participants. • Conducting user tests in laboratory conditions or in the field. • Analyzing test data and formulating conclusions and recommendations. 4. Designing responsive user interfaces: • Designing interfaces adapted to different devices and screen resolutions. • Creating flexible layouts that adapt to various screen conditions. 5. Creating site maps, wireframes, and mockups: • Designing site structure and defining information hierarchy. • Creating wireframes as basic sketches of the website or application. • Creating mockups, visual representations of user interfaces. 6. Designing navigation and information architecture: • Designing intuitive navigation for users. • Creating navigation trees and site maps. • Planning and organizing information structure in interfaces. 7. Practical exercises in interaction design: • Designing interactive interface elements such as buttons, menus, or forms. • Creating animations and microinteractions that enhance interface usability and attractiveness. 8. User case analysis and persona creation: • Studying user behaviors and needs to create personas. • Creating personas as fictional representations of different user groups. 9. User research and data analysis: • Conducting surveys, interviews, and user observations. • Analyzing user data to identify interface optimization opportunities and problems.

3.4. Methods of Instruction

Multimedia presentations.
Engaging students through questioning, leading discussions, and exchanging views.
Presenting specific cases from the field of UI/UX.
Practical demonstrations.
Direct application of acquired knowledge during practical exercises.
Practical application of software.

Group work on specific projects.

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,…)
LO-01	PROJECT, OBSERVATION DURING CLASSES	CLASSES
LO-02	PROJECT, OBSERVATION DURING CLASSES	CLASSES
LO-03	OBSERVATION DURING CLASSES	CLASSES

4.2 Course assessment criteria

The final grade in each semester is based on the arithmetic average of the partial grades that students receive for completing and presenting all works done during the semester at the final review. The following criteria are taken into account when evaluating the projects:

Relevance to the topic (max 10 points);
Planning and execution of the creative process (max 15 points);
Quality of work (max 15 points);
Creativity (max 15 points);
Concept, its development, and the creation process (max 15 points);
Timeliness (max 10 points);
Consistency (max 10 points);
Independence (max 10 points).

GRADING SCALE:
60-68% - 3.0
69- 76% - 3.5
77-84% - 4.0
85-92% - 4.5
93-100% - 5.0

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	30
Other contact hours involving the teacher (consultation hours, examinations)	6

Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	40
Total number of hours	76
Total number of ECTS credits	3

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	
Internship regulations and procedures	

7. Instructional materials

Compulsory literature: Don't Make Me Think — Steve Krug Seductive Interaction Design — Stephen Anderson
Complementary literature: Fundamentals of Creating a Great UI/UX — David Travis

Approved by the Head of the Department or an authorised person