SUBJECT DATASHEET

User Experience Design

BMEGT52M301

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
User Experience Design

ID (subject code)   BMEGT52M301

Type of subject
contact lessons

Course types and lessons

Type	Lessons
Lecture	2
Practice	2
Laboratory	0

Type of assessment
exam grade

Number of credits
5

Subject Coordinator

Name	Position	Contact details
Herendy Csilla	research fellow	herendy.csilla@gtk.bme.hu

Educational organisational unit for the subject
Department of Ergonomics and Psychology

Subject website
http://edu.gtk.bme.hu/

Language of the subject
magyar - HU

Curricular role of the subject, recommended number of terms
Programme: **MA in Communication and Media Studies**
Subject Role: **Compulsory elective**
Recommended semester: **3**

Direct prerequisites

Strong	Nincsen
Weak	Nincsen
Parallel	Nincsen
Exclusion	Nincsen

Validity of the Subject Description
Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 5881478/13/2024 registration number. Valid from: 11.12.2024.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to provide students with a basic introductory knowledge of the research areas of User eXperience, to learn the basic concepts, the main theoretical frameworks and the research methodologies applicable in the development of eXperience.

Academic results

Knowledge

1. Knows the concept and theoretical background of user experience and ergonomics.
2. Knows the elements of the psychological background of human-computer interaction.
3. Knows the guidelines for software economics.
4. Is aware of the variety of user interface design methods, possible design methods, considerations and solutions.

Skills

1. Able to independently analyse and design websites first and software user interfaces second.
2. Able to independently plan, carry out and evaluate usability studies on designs.

Attitude

1. Prioritises the human aspect - seeking to reconcile technical and content aspects with human factors.
2. Seeks to use theoretical and professional references and empirical methods when making design decisions and critical judgements.
3. Is constantly expanding his/her knowledge through learning.

Independence and responsibility

1. It welcomes well-founded critical comments.
2. Able to design surfaces independently, paying attention to the most important design aspects.
3. Takes responsibility for the completed design.

Teaching methodology

Lectures, exercises, team-based project assignment

Materials supporting learning

- UX kutatási módszerek - A felhasználói élmény kutatása során alkalmazható gyakorlati módszerek, tudományos hátterük és összefüggéseik. Herendy – Hercegfi – Szabó – Tóvölgyi. 2024, Edge, Budapest. http://hdl.handle.net/10890/57645
- Valamint a félév során egyeztetett irodalmak.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules
Evaluation of the learning outcomes formulated: development of a team-based project task with continuous mid-year discussions, presented
in the form of a small group presentation at the end of the semester. The presentation will be complemented by a documentation.

Performance assessment methods
Submission and presentation of a final project documentation.

Percentage of performance assessments, conducted during the study period, within the rating
- **Házi feladat prezentációja**: 40
- **Házi feladat dokumentációja**: 60

Percentage of exam elements within the rating
- **Évközi eredmények beszámítása**: 50
- **Szóbeli vizsgaprezentáció**: 50

Conditions for obtaining a signature, validity of the signature
Submission of documentation of the assignment.

Issuing grades

Excellent	95
Very good	85-94
Good	70-84
Satisfactory	60-69
Pass	50-59
Fail	0-49

Retake and late completion
The procedure for corrections and replacements is always governed by the current regulations. A summative assessment may be replaced
or corrected free of charge during the pótlási period. In the case of a correction, the result obtained at the time of the replacement or correction will be taken into account.

Coursework required for the completion of the subject

Participation in lectures	56
Preparation	34
Project work	60
Összesen	150

Approval and validity of subject requirements
Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 04.11.2024.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

1 Introduction. Online scene, online agents, natural online cognition. Ergonomics, user experience. Personas, cognitive schemas and user paths.

2 Accessibility.

3 Wireframes and prototypes.

4 Design guidelines.

5 Empirical and analytical testing methods, eye tracking.

6 Colour dynamics, typography.

7 Web page design and editing (paper-based and with Miro).

Additional lecturers

Dr. Hercegfi Károly	egyetemi docens	hercegfi.karoly@gtk.bme.hu
Dr. Szabó Bálint	adjunktus	szabo.balint@gtk.bme.hu
Dr. Geszten Dalma	adjunktus	geszten.dalma@gtk.bme.hu
Molnár Marietta	Phd hallgató	marietta.molnar@edu.bme.hu

Approval and validity of subject requirements