

## CORE CLASSES IN THE MAJOR

- 1. Introduction to Experience Architecture**  
Basic principles of user-centered design as applied to user experience. Usability, information architecture, interaction design, and service design practices, tools, conventions, and professional community.
- 2. Researching Experience Architecture**  
Researching for product, services, and processes as applied to user experience. Contextual inquiry, field studies, card sorting, participatory design, interviewing, focus groups, and usability testing.
- 3. Managing Experience Architecture Projects**  
Managing projects as applied to user experience. Project management, staffing projects, scheduling projects, managing process, writing specifications, sales, budgeting.
- 4. Prototyping Experience Architecture**  
*[class developed by Graphic Design faculty]*  
An exploration of process models used in the planning (designing) of interactive experiences. A focus on the organization of information, user interactions, visual design attributes, prototyping methods, and interface design.
- 5. Experience Architecture Capstone**  
Integration of knowledge and skills acquired from previous courses. Conceptualization, planning, implementation, and assessment of a project, service, system or an idea in a collaborative setting.
- 6. Experience Architecture Internship**  
Field experience in a professional environment that supports, user experience, interaction design, design research, usability, information architecture, project management, interface development, and/or web development. Students work under the supervision of a professional.

## OTHER CLASSES STUDENTS MAY TAKE

### Graphic Design—Department of Art, Art History, and Design

- Design Thinking
- Concepts in Graphic Design
- Interactive Web Design

### Professional Writing—Department of Writing Rhetoric and American Cultures

- Information & Interaction Design
- Content Management
- Advanced Web Design
- Digital Rhetoric

### Philosophy

- Practical Logic

### College of Computer Science and Engineering

- Fundamentals of IT
- Programming I & II

## GRAPHIC DESIGN ELECTIVES

### Design Thinking

Students will dive deep into the core concepts and methods practiced by the best creative problem-solvers and seekers in the industry today. Through collaborative projects, the course will challenge students to rethink their place in the intersection of the environment and technology. Students will complete the course with the skills necessary to create new ideas and carry them forward, either as an independent or collaborative contributor to human-centered problems.

### Concepts in Graphic Design

This course will give students an overview of form and communication analysis and manipulation. Students will investigate theory, concept, and visual tools central to developing visual communication systems.

### Interactive Web Design

Students will become acquainted with the concepts and processes of interaction design and visual interface design. They explore a variety of process methods and account for the differences in audience goals, behaviors, and motivators when designing for an online experience.

## PEOPLE HELPING TO MAKE IT HAPPEN

### Liza Potts, Ph.D., Director of XA program

Associate Professor, Department of Writing, Rhetoric, and American Cultures, senior researcher at Writing in Digital Environments Research and director of MSU Creativity Exploratory, chair of the Association for Computer Machinery's Special Interest Group on Design of Communication (ACM: SIGDOC).

### William Hart-Davidson, Ph.D.

Senior Researcher at Writing in Digital Environments Research at Matrix, Associate Dean of Graduate Studies in the College of Arts & Letters, co-inventor of Eli Review, a software service that supports writing instruction.

### Scott Schopieray, Ph.D.

Director of Academic Technology at the College of Arts and Letters.

### Rebecca Tegtmeyer

Assistant Professor of Graphic Design, Department of Art, Art History, and Design, Director of Visual Interaction Design Projects at MATRIX: The Center for Digital Humanities and Social Sciences at MSU.

### Zach Kaiser

Assistant Professor of Experience Architecture and Graphic Design, Department of Art, Art History, and Design,

### Ben Lauren, Ph.D.

Assistant Professor in Experience Architecture and in the Department of Writing, Rhetoric, and American Cultures.