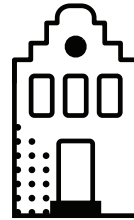**Do you want to ...**

1. acquire the knowledge, skills and attitudes of an entry-level UX designer?
2. develop and create user-centred concepts and solutions for complex UX design problems within the given constraints?
3. master a variety of UXD skills and tools to design digital interactive media that are functional, reliable, usable and pleasurable in use?
4. be aware of and be able to deal with context factors that influence the design process: time, money, ethics, politics, strategy, technique or platform?
5. document, present and effectively communicate complex UX solutions?
6. test and evaluate the usability of interactive systems?
7. develop your own design attitude and an authentic vision on UXD?
8. experience and develop a feeling of what a professional setting of UX designers entails?

Amsterdam University of Applied Sciences

COMMUNICATION AND MULTIMEDIA DESIGN

USER EXPERIENCE DESIGN (UXD) MINOR

And are you able to...

9. You should write and speak good English and be able to read and understand university-level English texts quickly and thoroughly;
10. You can develop personas, user scenarios, storyboards, visual presentations, concepts and debriefings;
11. You have knowledge of user interface patterns, guidelines and heuristics
12. You have knowledge of usability testing and are able to perform design research;
13. You are able to work with UX design and prototyping tools like Sketch, Figma or ProtoPie
14. You can develop/understand design specifications like user requirements, data models, use case scenarios, flowcharts, wireframes and wireflows;
15. You can develop an interactive prototype with more advanced prototyping tools (like Figma, ProtoPie or in code)

15 times "YES"? Don't hesitate! Send your motivation letter including a link to your portfolio to us. After assessing your work we will invite you for a meeting with a tutor via Teams or at the Amstel Campus in Amsterdam.

We are looking forward to welcoming you!

Where can you find more information about CMD?
At: www.cmd-amsterdam.nl/english

Contact
HvA & students from Dutch universities of applied sciences:
Vincent Vijn   Lia Sterkenburg
v.l.vijn@hva.nl   c.sterkenburg@hva.nl

Students from (CMD partner) schools outside the Netherlands:
Lena Essing - International Office
international-cmd@hva.nl

Visiting address
Communication and Multimedia Design
Building Theo Thijssenhuis (TTH)
Wibautstraat 2-4
1091 GM Amsterdam

Experience communication and multimedia design in Amsterdam!

Communication and Multimedia Design Amsterdam puts design at the core of its programme. It sets out to help students learn how to think and act like designers. It aims to give its interactive media design graduates the best possible preparation for today's and tomorrow's professional practice.

Why User Experience Design?

Organisations utilise the web and digital platforms to provide products, services, and information to customers, employees, and stakeholders. Consequently, the user interface for products and services plays a crucial role in shaping the overall user experience. Poorly designed interfaces harm the user experience, whereas well-designed interfaces contribute to a positive experience with the organisation.

What is the aim of the UXD minor?

The User Experience Design minor aims to help you design web and mobile interfaces: interfaces that provide a good user experience and make a positive contribution to the user's experience of the organization that provides their product's services through the interface.
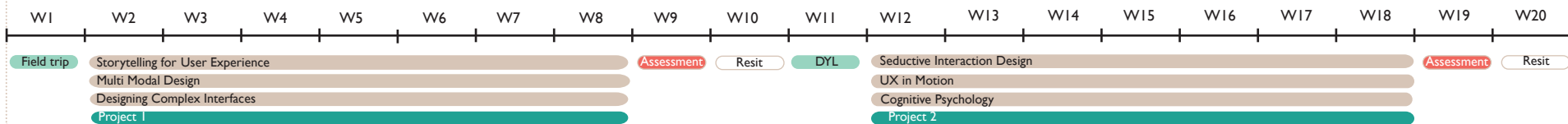
Using simulations and real-world assignments, you will learn to research, understand and design solutions for complex user experience design problems at both a strategic level and at the user interface level.

For who is the minor UXD?

This minor is especially suitable for Communication and Multimedia Design (CMD) students with ambitions in the area of user experience- and/or interaction design. If you are creative and analytical, and you enjoyed courses such as HCI, Information Architecture, Design Patterns, Design Research, Evidence Based Design, Visual Interface Design and Service Design, then this is the minor for you.

Non-CMD Amsterdam students from within the Amsterdam University of Applied Sciences and from our partner schools outside the Netherlands are also welcome to join this minor, provided they can demonstrate some experience or curiosity in digital design and design research.

Minor schedule

Set up of the UXD minor

This minor is offered in both semesters, so you can start in February and in September. The programme is divided in two parts. Both parts consist of three modules and a project where you work solving a design challenge for a client, which can be a company/organization or a research group. Next to the regular programme you'll work on shaping your future career as a designer, mostly in week 1 and 11.

Courses and Credits

User Experience Act I – 15 ECTS
    Field trip
    User experience
    Multi Modal Design
    Designing Complex Interfaces
    Project 1

User Experience Act II – 15 ECTS
    Design Your Life
    Cognitive Psychology
    UX in Motion
    Seductive Interaction Design
    Project 2