

Module X - Connect

The connect section for each module should act as a catalyst to connect the intended module learning outcomes or elements of performance with real life/work experiences. When possible try to use an example that would be relevant and meaningful to a wide audience.

Provide a transcript, written in conversational language that is between 200 and 250 words in length.

Once approved, we will ask you to create an audio recording of the transcript.

Transcript

Example 1 – Ethical Practice with Design work.

Welcome to module X, Ethical Practice

In 2015, singer / songwriter Sam Smith was accused of stealing aspects of a Tom Petty tune to write his hit song “Stay with me” (Smith, 2014). Shortly after that, it was revealed in the press that Sam Smith had never heard Petty’s tune “I won’t back down” (Petty, 1989) - co-written with Jeff Lynne in 1989 - which he had been accused of stealing. Upon hearing Petty’s tune, Smith agreed to the similarities and offered Petty and Lynn the co-writing credits and 12.5 percent of the royalties for “Stay with me.”

What does this example have to do with a design ethics? Tom Petty’s approach (The Associated Press, 2015) and Smith’s response (Canadian Broadcast Corporation News, 2015) are excellent examples of artists demonstrating their desires and openness to improve their professional and technical knowledge, raising standards in their industry, upholding human rights, and promoting professionalism in their field of practice. As a result, what could have been a legal and public relations disaster for both artists, ended up with the positive sentiments for everybody.

Whether your professional decisions are made consciously or unconsciously, the work you create, the designs you produce, who you work for, your billing practices, and how you treat colleagues, clients, and employees are just a few examples of your ethics in action in the design field.

Let’s get started!

Example 2 – Readability and Writing for the Web

Hello and welcome to module X, Design Your Writing.

In this module, you explore writing for the web and the concept of online readability.

When writing for the web, it is essential for designers to take into account the purpose of online reading. Usually, users do not read online for enjoyment. Instead, they search for information or try to complete a task; therefore, they scan pages to find keywords or phrases. To make this job easier for readers, designers apply different techniques like front-loading relevant information, making text scannable, and using keywords.

Online readability requires skills that those with a graphic design background will already have, such as; font selection, letter spacing, or use of white space. If you don't have experience in graphic design, these concepts are covered in this module, so don't worry. Unlike print materials, web layouts are dynamic, and users view websites on devices with different sizes, orientations, and display resolutions. Therefore, designers must often settle for an optimal balance of interrelated elements rather than a perfect solution that might have been attainable in print.

As UX designers you must also ensure that web bots and software applications can read content and structure, thereby supporting those who use leverage assistive technologies like screen readers, magnifiers, text readers, speech input software, and alternate input devices to browse the web.

Let's get started!

Example 3 – Knowing your Audience

Welcome to module X, Know Your Audience.

Have you ever used a tool, toy, software application, web site, or appliance and thought to yourself, “How does this work”, “I have no idea what to do next,” “why does it work that way,” or “why doesn’t it work the way I’m expecting it to work”?

You probably answered “yes” to most or all of these questions. This experience is often the result of the product designer(s) falling prey to something called the false-consensus effect.

“The false-consensus effect refers to people’s tendency to assume that others share their beliefs and will behave similarly in a given context. This assumption can lead User Experience Design professionals to make the wrong design decisions” (Budiu, 2017, para.6). Unless you are designing for other designers like you, You are Not the User.

Thus, an integral tenant to UX Design involves a careful design of a products usability and the pleasure consumers derive from it (Interaction Design Foundation, n.d.). This is accomplished by deliberately acknowledging Why customers want your product, How user intend to use your product, and What challenges or problems users hope to solve with your product.

Let’s get started!