ART 448 - UI / UX DESIGN

Course Texts + Module Overview

TEXTS

• Laws of UX (lawsofux.com) — Primary framework and reference

• Jon Yablonski - *Laws of UX*: *Using Psychology to Design Better Products & Services* ©2024

COURSE MODULES

1) Foundations of UX Psychology — Introduction to UX as a human-centered discipline rooted in cognitive psychology; overview of Laws of UX and translating principles into interface decisions.

2) Mental Models & User Expectations — How users form internal models based on prior experience; apply Jakob's Law and conventions to reduce friction.

3) Perception, Visual Hierarchy & Attention — How users visually process interfaces; apply Gestalt principles and the Von Restorff Effect to hierarchy, grouping, emphasis, and scanability.

4) Cognitive Load & Simplicity — Manage complexity to prevent overload; apply Hick's Law and Miller's Law to simplify choices and chunk information.

5) Navigation, Wayfinding & Orientation — Design interfaces users understand at a glance; apply the Law of Common Region and IA principles to structure and navigation.

6) Decision-Making & User Behavior — How users evaluate options and take action; apply Fitts's Law and behavioral principles to interaction design, CTAs, and task efficiency.

7) Feedback, System Status & Control — Design responsive systems that communicate clearly; apply the Doherty Threshold and feedback laws to microinteractions and system responses.

8) Error Prevention & Recovery — Anticipate mistakes and design forgiving systems; apply Postel's Law and UX principles to validation, error messaging, and recovery paths.

9) Trust, Credibility & User Confidence — How design influences perceived reliability; apply the Law of Prägnanz and aesthetic-usability principles to build trust through clarity and coherence.

1

10) Motivation, Engagement & Habit Formation — Understand what keeps users engaged; apply the Goal-Gradient Effect and motivation-based laws to onboarding, progress indicators, and incentives.

11) Accessibility & Inclusive Design Principles — Design for a broad range of users and abilities; apply UX laws through an accessibility lens emphasizing perceptual, motor, and cognitive inclusivity.

12) Usability Testing & Behavioral Validation — Evaluate whether designs actually work; translate UX laws into testable hypotheses and conduct usability testing to validate or challenge assumptions.

13) Iteration, Refinement & UX Systems Thinking — Use feedback and data to refine interfaces; apply UX laws across multi-screen flows, component systems, and design patterns.

14) UX Strategy & Portfolio Preparation — Synthesize psychology, research, and interface design into coherent UX case studies and portfolio-ready narratives.