

[on screen text] Instructional Insights.

>> [Ronald Enz]: I'm excited to talk about a new program that we're just introducing here at Chattahoochee Technical College, called UX Design and Development. This program is fairly, it's very new, but it's not really all as new as you think, because it's kind of very similar to programs we've had in the past. But, I wanted to talk about first, just what is UX design? What is the term UX stand for? And UX stands for user experience. User experience today, we use applications on the internet and the ease of the use of the applications is the concept behind UX design. How easy is an application to use? How user-friendly is it? That kind of stuff.

>> [Tanya Mosley]: UX is really any interaction a person has with a product or service. You're actually looking at how the person interacts with that product or how they use it, maybe on the screen you have someone clicking through the navigation to go to different web pages. Or if they're searching for items on a website to purchase. All of that is being managed through user experience design.

>> [Ronald Enz]: Most of us have all used an application before, right? Like Amazon is a good example. Almost everybody is used Amazon before. All real-world applications, like Amazon, are broken up into three different parts. Of course, you have your user, that's- you're using it. The presentation layer is what you see. The business logic layer is all the stuff that makes it work. And then, of course you need database to get to data access as well. All real-world applications are usually broken up into two different parts, and we call that...

This is what's called the front end of an application, and this part over here is called the back end of an application. The front end is what you see. It's the presentation, it's the color, it's the graphics, animation, that kind of stuff. It makes it easy to use, user-friendly. The back end is getting all the data out right and correctly, and so basically this side over here is what the UX designers will focus on. Programmers will focus on this part over here. So UX design is focusing on the front end of an application, the graphics, the user experience, and that's what UX design stands for.

>> [Tanya Mosley]: The whole purpose of being a user designer is where you're focusing on the customer. You're kind of like the advocate for the customer, to make sure that their experience is your priority, that you are making all the right design choices to drive their interaction with that product, primarily the screens you're designing for, because in this type of program are really designing for the screen, the screen base.

>> [Ronald Enz]: So, if you're a creative person, if you like to design colors and graphics and things like that, UX design is a great place for you to be. Again, programming is usually if you're more logical, if you're more you like to solve problems, the programming side is where you need to be, but if you're creative and you like colors and graphics and are good at that, then UX design is a good place for you to be. You need to be very, a personable person. And you're going to work with people. UX Design again, is user experience.

So one of the big things you're going to do as a UX designer is talk to the people who actually use or do the real work in the real world and get their input and make sure that your application

that you're going to be building fits what they want it to do, and make it easy to use. So, you're going to work with a lot of people. You're going to get information from people to create your designs, and then of course you're going to work with programmers on the back side, as well, to get all the information that's necessary as well.

>> [Tanya Mosley]: Anyone wanting to become a UX designer would be someone who is very creative. So, when you think about being in school and given a project and you're putting all the glitter and all the colors and everything on it, making it look pretty, that's the kind of person that will probably do well in this UX design program because they're very creative. They can make something out of probably anything.

That person is strong with people skills to soft skills, because you will be doing research and you have to relate to your users. You're not designing the product for your usage, your design that product for the user. So you have to have really good listening skills to make that happen. Anyone pursuing a user design degree is going to probably look for roles associated with user experience designer, interactive designer, or you might have some rolls considered as user researcher. In some cases, web writer, all of those are the types of jobs you would find out there on job websites.

>> [Ronald Enz]: We have both a degree program and a diploma program. The degree program is just a little bit longer, a couple more classes more than the diploma program, and this is basically what we're going to cover, the basics of what we cover in the program. We have three design courses. We focus on UX design. The processes that you do for design, processes you do for an object oriented application.

So we have three design courses that you take. We have 3 graphics animation courses that will teach you all about the graphics and animations on a website. How you add those. We have three HTML design and development courses, so you will build websites using HTML and Cascading Style sheets and you will do the development yourself, create it, and do the coding yourself. We have one security course, again one security courses just gives you a little flavor of what security is. So when you build an application you have security in mind. So you make sure it's a secure application.

We have one programming course, again same kind of thing. We're not out to teach a programming in whole lot of programming, just one course to give you an idea of what it's going to be like working with programmers, once you work with them on an application 'cause since programmers and UX designers work on an application together and then the capstone. We call it the Capstone is a project course or an internship. You can take either one. The project course is a team project that you work on here at Chattahoochee.

The internship would be you go to a company and you work for them and get some real world experience as well. Either one or both of them are very good options once you get towards the end. The whole program takes about two years to complete. It could be a little bit shorter if you go summers, a little bit longer if you're working full time and only taking maybe two classes a semester, but in general, for a full time student, you can get this complete in two years.

>> [Tanya Mosley]: After doing some research, which we tend to do time to time in our programs, we developed the user experience design program based on the fact that some of our students are not really strong on the back end and so the idea of user experience design was born, and we're going to have that kick off in the fall 2021.

>> [Ronald Enz]: Here at Chattahoochee, we have three different programs right now, with the new one is the UX design program that I've been talking about. We've had programming for a long time. Programming is a very solid, stable career, and as you know, software development is big in the industry today. And then we also have web application development. This is the program that's going to be going away.

We will end up, in about a year or two from now, we'll have just programming and UX design, which is the bulk of an application. Web application development is very very close to programming. It's almost the same thing. It's like 4 courses different than programming. Web application development does not focus on the graphics and the user interface like UX design does.

So that's what we're really doing is we're trying to replace this with UX design, which focuses more on the graphics part and the user experience, as opposed to just doing more and more of the coding in the background. So I'm very excited about this. I think we have two good programs that will be good for the future of application development and good for the future here at Chattahoochee Technical College.

>> [Tanya Mosley]: So, I hope you learned a lot about our user experience design program, and if this is the right fit for you, consider getting more information from our user experience design web page at the Chattahoochee Tech's website.

[on screen text] Chattahoochee Technical College