Designing online experiences

Associate Professor Stephen Huxley
Chair, Communication Design and Digital Media Design
Why Design?

- The creative sector contributes around $90.19 billion to the national economy annually in turnover. It adds almost $45.89 billion in GDP and helps generate exports of $3.2 billion dollars annually.

- More than 75,000 people are employed as designers in Victoria.

- Victoria is home to more than 4,000 design consultancies, most of which are energetic small businesses employing less than five people.

- Design consultancies contribute more than AU$4.8 billion to Victoria's economy.

- Total employment associated with design in Victoria is estimated to be about 200,000.
Industry Growth

- Creative Victoria and Creative Australia strategies both see design and design industries at the core of Australia’s future growth and development.
Design led companies.

What is UX?

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.
What is Swinburne UX Interaction Design?

- Focus on the design and development of:
  - Applications
  - Interfaces
  - User experience
  - Technologies for interactive and mobile devices

- Combine visual communication design, data analysis, coding and the design of user experiences in developing new products and interfaces for personal, commercial and social needs

- Analyse and apply the thought processes behind the world’s latest innovations

- Consider socio-technical environments, human behaviour and digital systems

- Gain the skills to design and create better product and service experiences for people across the globe
Career Match: What skills and knowledge do your students need to succeed?

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<th>Knowledge</th>
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| • Communications and Media  
*Media production, communication, and dissemination. Includes written, spoken, and visual media.* | • Critical thinking  
*Thinking about the pros and cons of different ways to solve a problem.* |
| • Design  
*Design techniques, tools, and principles used to make detailed technical plans, blueprints, drawings, and models.* | • Active Listening  
*Listening to others, not interrupting, and asking good questions.* |
| • Computers and Electronics  
*Circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.* | • Service Orientation  
*Looking for ways to help people.* |
| • Human behaviour  
*Group behaviour and dynamics, social trends and influences* | • Reading Comprehension  
*Reading work related information.* |
| • English Language | • Time Management  
*Managing your own and other peoples' time to get work done.* |
| | • Coordination  
*Changing what is done based on other people's actions.* |

www.joboutlook.com.au
Key Facts

- Semester 1 and 2, 2018
- Hawthorn Campus
- 3 years full-time
- Expected 2018 ATAR: 65
UX Interaction Design Study Areas

- Web design
- Experience Design
- Storyboarding
- Prototyping
- Electronics
- Mobile Devices
- Usability
- Games Development
- VR and AR
UX Interaction Design Career Opportunities

- Design consultancies
- App development
- Advertising agencies
- Government agencies
- Military and NGO's
- Robotics
- Automotive
- Health Care
- Games production
UX Job Outlook: Live Search
Entry Requirements

• Expected 2018 ATAR: 65

• Successful completion of the Victorian Certificate of Education (VCE) or its equivalent, such as an interstate or international Year 12 qualification

• VCE prerequisites: Units 3 and 4: a minimum study score of 25 in English (or equivalent) or 30 in English (EAL); and Units 3 and 4: a minimum study score of 20 in one of Art, Interactive Digital Media C or VCE VET Creative and Digital Media, Media, Product Design and Technology, Studio Arts or Visual Communication Design
Swinburne Pathways

- Advanced Diploma of Graphic Design
- Certificate IV in Digital and Interactive Games
- Diploma of Design (UniLink) (8 months)
- Diploma of Digital and Interactive Games
- Diploma of Digital Media Technologies
- Diploma of Graphic Design
- Diploma of Interior Design and Decoration
- Diploma of Photography and Photo Imaging
- Diploma of Visual Merchandising
Questions?