

# USER EXPERIENCE DESIGN - B.S.

College of Communication and Information  
School of Emerging Media and Technology  
School of Visual Communication Design  
[www.kent.edu/emat](http://www.kent.edu/emat)

**PROGRAM IS PENDING APPROVAL FROM THE OHIO DEPARTMENT OF HIGHER EDUCATION (ODHE) AND THE NATIONAL ASSOCIATION OF SCHOOLS OF ART AND DESIGN (NASAD). AFTER APPROVAL by both, PROSPECTIVE STUDENTS MAY APPLY FOR ADMISSION.**

## About This Program

The Bachelor of Science in User Experience Design combines design thinking, research and technology, providing you with the skills to plan, create and deliver user experiences across websites, apps, games and other emerging interfaces. Through hands-on projects and real-world applications, you'll be ready to start your career as a UX and UI designer, UX practitioner and product designer. Read more...

## Contact Information

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- Speak with an Advisor
- Chat with an Admissions Counselor

## Program Delivery

- **Delivery:**
  - In Person
- **Location:**
  - Kent Campus

## Examples of Possible Careers and Salaries\*

### Web developers and digital interface designers

- 8.0% much faster than the average
- 174,300 number of jobs
- \$77,200 potential earnings

### Graphic designers

- -3.8% decline
- 281,500 number of jobs
- \$53,380 potential earnings

### Designers, all other

- -1.9% decline
- 13,600 number of jobs
- \$63,750 potential earnings

### Project management specialists and business operations specialists, all other

- 5.9% faster than the average
- 1,361,800 number of jobs
- \$77,420 potential earnings

## Additional Careers

- User Experience (UX) Designer
- User Interface (UI) Designer

## Accreditation

National Association of Schools of Art and Design (NASAD)

\* Source of occupation titles and labor data comes from the U.S. Bureau of Labor Statistics'

Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

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## Admission Requirements

The university affirmatively strives to provide educational opportunities and access to students with varied backgrounds, those with special talents and adult students.

**First-Year Students on the Kent Campus:** First-year admission policy on the Kent Campus is selective. Admission decisions are based upon cumulative grade point average, strength of high school college preparatory curriculum and grade trends. Students not admissible to the Kent Campus may be administratively referred to one of the seven regional campuses to begin their college coursework. For more information, visit the admissions website for first-year students.

**First-Year Students on the Regional Campuses:** First-year admission to Kent State's campuses at Ashtabula, East Liverpool, Geauga, Salem, Stark, Trumbull and Tuscarawas, as well as the Twinsburg Academic Center, is open to anyone with a high school diploma or its equivalent. For more information on admissions, contact the Regional Campuses admissions offices.

**International Students:** All international students must provide proof of proficiency of the English language (unless they meet specific exceptions) through the submission of an English language proficiency test score or by completing English language classes at Kent State's English as a Second Language Center before entering their program. For more information, visit the admissions website for international students.

**Former Students:** Former Kent State students who have not attended another institution since Kent State and were not academically dismissed will complete the re-enrollment process through the Financial, Billing and Enrollment Center. Former students who attended another college or university since leaving Kent State must apply for admissions as a transfer or post-undergraduate student.

**Transfer Students:** Students who attended an educational institution after graduating from high school or earning their GED must apply as

transfer students. For more information, visit the admissions website for transfer students.

Admission policies for undergraduate students may be found in the University Catalog’s Academic Policies.

Students may be required to meet certain criteria to progress in their program. Any progression requirements will be listed on the program’s Coursework tab

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements (courses count in major GPA)		
EMAT 10010	TECHNOLOGY, EXPERIENCE DESIGN AND SOCIETY	3
EMAT 21000	INTRODUCTION TO WEB DESIGN	3
EMAT 25310	CREATIVE CODING	3
EMAT 32210	DATA IN EMERGING MEDIA AND TECHNOLOGY	3
EMAT 33310	HUMAN-COMPUTER INTERACTION	3
EMAT 40999	INTERDISCIPLINARY PROJECTS (ELR)	3
EMAT 41000	RESPONSIVE WEB DESIGN	3
EMAT 41510	PROJECT MANAGEMENT AND TEAM DYNAMICS (WIC) <sup>1</sup>	2-3
or VCD 49198	WRITING FOR PROFESSIONAL PRACTICE (ELR) (WIC)	
VCD 13000	VISUAL DESIGN THINKING	3
VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO (min B- grade)	3
VCD 23001	TYPOGRAPHY I	3
VCD 33101	INTERACTION DESIGN I	3
VCD 34004	VISUAL ETHICS	3
VCD 40182	INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY	2
VCD 40192	INTERNSHIP: DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR) <sup>2</sup>	1
VCD 43007	INFORMATION DESIGN	3
VCD 43101	INTERACTION DESIGN II	3
VCD 44006	MOTION DESIGN I	3
Additional Requirements (courses do not count in major GPA)		
UC 10001	FLASHES 101	1
College of Communication and Information Core Electives, choose from the following:		9
CCI 10095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 12001	PHOTOGRAPHY	
CCI 40089	BRANDING AND SOCIAL MEDIA STRATEGIES FOR ITALIAN LIFESTYLE (DIVG) (ELR)	
CCI 40095	SPECIAL TOPICS IN COMMUNICATION AND INFORMATION	
CCI 40189	ITALIAN POP CULTURE (DIVG) (ELR)	
CCI 40289	ITALIAN CINEMA (DIVG) (ELR)	
CCI 40389	DOCUMENTARY FILMMAKING (DIVG) (ELR)	
CCI 40489	MULTIMEDIA EXPERIENTIAL LEARNING (DIVG) (ELR)	
CCI 45089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)	

CCI 46089	INTERNATIONAL EXPERIENCE IN THE COLLEGE OF COMMUNICATION AND INFORMATION (DIVG) (ELR)	
COMM 15000	INTRODUCTION TO HUMAN COMMUNICATION (KADL)	
COMM 35852	INTERCULTURAL COMMUNICATION (DIVG)	
LIS 30010	INFORMATION FLUENCY IN THE WORKPLACE AND BEYOND	
MDJ 20001	MEDIA, POWER AND CULTURE (DIVD) (KSS)	
MDJ 21008	SOCIAL MEDIA STRATEGIES	
Kent Core Composition		6
Kent Core Mathematics and Critical Reasoning		3
Kent Core Humanities and Fine Arts (minimum one course from each)		9
Kent Core Social Sciences (must be from two disciplines)		6
Kent Core Basic Sciences (must include one laboratory)		6-7
Kent Core Additional		6
General Electives (total credit hours depends on earning 120 credit hours, including 39 upper-division credit hours)		24
Minimum Total Credit Hours:		120

<sup>1</sup> A minimum C grade must be earned to fulfill the writing-intensive requirement.

<sup>2</sup> Minimum 1 credit hour of VCD 40192 is required. Students may apply a maximum 4 credit hours of VCD 40192 toward their degree.

Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
2.000	2.000

Roadmap

This roadmap is a recommended semester-by-semester plan of study for this program. Students will work with their advisor to develop a sequence based on their academic goals and history. Courses designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Semester One			Credits
	EMAT 10010	TECHNOLOGY, EXPERIENCE DESIGN AND SOCIETY	3
!	VCD 13000	VISUAL DESIGN THINKING	3
!	VCD 13001	INTRODUCTION TO VISUAL COMMUNICATION DESIGN STUDIO	3
	UC 10001	FLASHES 101	1
	Kent Core Requirement		3
	Kent Core Requirement		3
Credit Hours			16
Semester Two			
	EMAT 21000	INTRODUCTION TO WEB DESIGN	3
!	VCD 23001	TYPOGRAPHY I	3
	Kent Core Requirement		3
	Kent Core Requirement		3
	Kent Core Requirement		3
Credit Hours			15
Semester Three			
	EMAT 25310	CREATIVE CODING	3
	EMAT 33310	HUMAN-COMPUTER INTERACTION	3
	VCD 34004	VISUAL ETHICS	3
	College of Communication and Information Core Elective		3

Kent Core Requirement	3
<b>Credit Hours</b>	<b>15</b>
<b>Semester Four</b>	
EMAT 32210 DATA IN EMERGING MEDIA AND TECHNOLOGY	3
VCD 33101 INTERACTION DESIGN I	3
College of Communication and Information Core Elective	3
Kent Core Requirement	3
Kent Core Requirement	3
<b>Credit Hours</b>	<b>15</b>
<b>Semester Five</b>	
VCD 43007 INFORMATION DESIGN	3
VCD 43101 INTERACTION DESIGN II	3
VCD 44006 MOTION DESIGN I	3
General Electives	6
<b>Credit Hours</b>	<b>15</b>
<b>Semester Six</b>	
VCD 40182 INTERNSHIP PREPARATION: DESIGN, ILLUSTRATION AND PHOTOGRAPHY	2
EMAT 41510 PROJECT MANAGEMENT AND TEAM DYNAMICS (WIC) or VCD 49198 or WRITING FOR PROFESSIONAL PRACTICE (ELR) (WIC)	2-3
Kent Core Requirement	3
Kent Core Requirement	3
General Elective	3
<b>Credit Hours</b>	<b>13</b>
<b>Third Summer Term</b>	
VCD 40192 INTERNSHIP: DESIGN, ILLUSTRATION AND PHOTOGRAPHY (ELR)	1
<b>Credit Hours</b>	<b>1</b>
<b>Semester Seven</b>	
EMAT 41000 RESPONSIVE WEB DESIGN	3
College of Communication and Information Core Elective	3
Kent Core Requirement	3
General Electives	6
<b>Credit Hours</b>	<b>15</b>
<b>Semester Eight</b>	
EMAT 40999 INTERDISCIPLINARY PROJECTS (ELR)	3
Kent Core Requirement	3
General Electives	9
<b>Credit Hours</b>	<b>15</b>
<b>Minimum Total Credit Hours:</b>	<b>120</b>

## University Requirements

All students in a bachelor's degree program at Kent State University must complete the following university requirements for graduation.

**NOTE:** University requirements may be fulfilled in this program by specific course requirements. Please see Program Requirements for details.

Flashes 101 (UC 10001)	1 credit hour
Course is not required for students with 30+ transfer credits (excluding College Credit Plus) or age 21+ at time of admission.	
Diversity Domestic/Global (DIVD/DIVG)	2 courses
Students must successfully complete one domestic and one global course, of which one must be from the Kent Core.	
Experiential Learning Requirement (ELR)	varies

Students must successfully complete one course or approved experience.	
Kent Core (see table below)	36-37 credit hours
Writing-Intensive Course (WIC)	1 course
Students must earn a minimum C grade in the course.	
Upper-Division Requirement	39 credit hours
Students must successfully complete 39 upper-division (numbered 30000 to 49999) credit hours to graduate.	
Total Credit Hour Requirement	120 credit hours

## Kent Core Requirements

Kent Core Composition (KCOMP)	6
Kent Core Mathematics and Critical Reasoning (KMCR)	3
Kent Core Humanities and Fine Arts (KHUM/KFA) (min one course each)	9
Kent Core Social Sciences (KSS) (must be from two disciplines)	6
Kent Core Basic Sciences (KBS/KLAB) (must include one laboratory)	6-7
Kent Core Additional (KADL)	6
<b>Total Credit Hours:</b>	<b>36-37</b>

## Program Learning Outcomes

Graduates of this program will be able to:

1. Design with the user in mind, empathize with their needs and values while demonstrating an understanding of human cognitive, limitations and perceptual and physical capabilities, and how they affect design decisions.
2. Apply design skills relative to the use of digital technologies, including (but not limited to) code, typography, aesthetics, composition and construction of meaningful images.
3. Communicate, collaborate and practice effectively, ethically and legally in fields closely associated with technology, user experience design and visual communication design.
4. Use different models, frameworks and approaches for user experience design processes and deliverables to deconstruct, analyze and identify problems in customer experiences.
5. Present user experience design strategies – interaction design concepts through pathways, flows, journeys, maps, presentations, reports, rapid prototyping, animated scenarios, product demonstrations – to clients and stakeholders.

## Full Description

The Bachelor of Science degree in User Experience Design prepares students to create products, systems and services that prioritize people and positive impact through a human-centered approach. Students develop technical understanding and design skills that are in high demand. The coursework emphasizes UX/UI processes, user research, sketching, wireframing, prototyping, scenario building and front-end development. Students design user interfaces, interactive experiences, application and tool design, motion sequences, video, screen displays and interactive experiences that merge the digital and physical environments. Students learn to define design problems, research solutions, conceptualize interactive products and experiences, prototype

those ideas and evaluate their concepts through user testing to create a revised and vetted experience.

This major focuses on user experience design in the context of a broad liberal arts program, giving students the flexibility to choose 20 percent of their coursework (with guidance). This provides the opportunity for students to take a variety of courses to complement their design degree. Through a core of diverse theory- and practice-based courses, students learn basic concepts that apply across the range of college programs and develop a sense of professional expectations and build toward interdisciplinary thinking and application.

Students in the major learn at the intersections of communication, information and technology. The degree program is for students who wish to use the degree on its own, or to augment their education and skills by pairing it with a graduate degree program with another field of study. For students looking to work as a graphic designer or illustrator, the B.F.A. in Visual Communication Design is the recommended program.

There are many study abroad/away opportunities. For more information contact the Office of Global Education or the coordinator of the college's International Study Programs.

Students may apply early to the M.S. in User Experience and double count 9 credit hours of graduate courses toward both degree programs. See the Combined Bachelor's/Master's Degree Program Policy in the University Catalog for more information.