

# EXPERIENCE DESIGN (XD)

## Bachelor of Arts Degree in Experience Design- Design Track & Research Track

The Experience Design (XD) major requires 48 credits. The major consists of a 20-credit core of five specific Experience Design classes. Students then choose from two 28-credit interdisciplinary tracks in either Design or Research that focus and expand on concepts, tools and techniques in Experience Design. The Design track focuses on designing and creating new experiences, and the Research emphasizes understanding how humans interact with experiences and applying user research to design. Each track consists of four required courses (16 credits) and three elective courses (12 credits). Total Credit Hours for A.B. degree in Experience Design major without senior thesis is 48 credits.

### Core Requirements

Core requirements of all experience design majors (20 Credits)

Code	Title	Credits
XD 220	Experience Design	4
XD 221	Seminar in Experience Design ( two courses 2 credits each )	4
XD 320	Intermediate Experience Design	4
XD 390	Internship	4
XD 420	Experience Design Capstone	4
<b>Total Credits</b>		<b>20</b>

### Design Track

#### Required Courses

Code	Title	Credits
ART 102	Visual Communications	4
or THEA 274	Digital Graphic Design (CTIS 274)	
or CTIS 274	Digital Graphic Design (THEA274)	
ENGL 382	Document Design and Professional Communication	4
CTIS 331	Information Design	4
or CTIS 230	Web Design and Development	
ART 106	Design of Objects	4
or THEA 171	Introduction to Theatrical Design	
<b>Total Credits</b>		<b>16</b>

#### Design Track Elective Options

Code	Title	Credits
Select three of the following:		
PHIL 111	Ethics	
or PHIL 241	Ethics In a Digital World	
or IDS 402	Business Ethics (BUS 402)	
or PHIL 242	Environmental Ethics	
ART 245	Digital Darkroom	
or ART 273	Photo: Color	
ART 232	Welding for Sculpture	
or ART 233	Wood Shop for Sculpture	
or CTIS 210	Programming and Computation	

BUS 325	Consumer Behavior	
<b>Total Credits</b>		<b>12</b>

### Research and Strategy Track

#### Required Courses

Code	Title	Credits
PSY 100	Introduction to Psychology	4
PSY 301	Research Methods and Analysis	4
BUS 324	Marketing Management	4
or SOAN 100	Introduction to Sociology	
BUS 325	Consumer Behavior	4
or ENG 382	Course ENG 382 Not Found	
<b>Total Credits</b>		<b>16</b>

#### Research and Strategy Track Elective Options

Code	Title	Credits
Select three of the following:		
PHIL 111	Ethics	
or PHIL 241	Ethics In a Digital World	
or PHIL 242	Environmental Ethics	
or BUS 402	Business Ethics (IDS 402)	
THEA/CTIS 274	Digital Graphic Design (CTIS 274)	
or ART 106	Design of Objects	
or CTIS 230	Web Design and Development	
BUS 326	Integrated Marketing Communications	
or BUS 249	Principles of Management	
or ECON 311	Data Collection & Analysis	
or PSY 332	Industrial and Organizational Psychology	
<b>Total Credits</b>		<b>12</b>

Total Credit Hours for A.B. degree in Experience Design major without senior thesis is 48 credits

- Experience Design (XD) (p. 1)
- Experience Design Minor (<https://catalog.guilford.edu/catalog/academic-departments-majors/experience-design/experience-design-minor/>)

#### **XD 220. Experience Design. 4.**

Experience design (XD) combines knowledge and skills from many disciplines to craft products and services that fulfill user's needs and designers. Students will learn fundamental design principles of products, services and experiences to evaluate existing user experiences. Creating user-centered design requires the application of design constraints, affordances, visibility and feedback to create effective product and interface designs. Furthermore, user experience integrates perspectives from product and interface design, usability research, interaction design and others. Fulfills arts requirement (1998). Arts/humanities requirement (2019).

**XD 221. Seminar in Experience Design. 2.**

Students in this course will apply and extend their XD knowledge through the development of practical projects. This course consists of discussion, presentations from external speakers, and student presentations. This course may be repeated twice for credit; however, students will be required to develop different projects for each enrollment. Prerequisites/ Corequisites: XD 220 Experience Design.

**XD 250. Special Topics. 1-16.****XD 260. Independent Study. 1-8.****XD 290. Internship. 1-4.****XD 320. Intermediate Experience Design. 4.**

The experience design (XD) lifecycle is a continuous process of inquiry, research, design and prototyping to create engaging experiences. In this course, students build upon user-centered design principles and delve deeper into specific issues relating to experience design, including user and usability research, interface design, and interaction design. Students will develop a design and prototype for a new or existing experience. Prerequisite: XD 220, Experience Design

**XD 390. Internship. 1-4.**

A combined on-the-job and academic experience arranged with an organization, business, individual, or campus office. Internships are supervised by a faculty member associated with the Experience Design program and can be coordinated through the Career Development Center. Recommended for juniors and seniors. May be repeated for credit. A total of 4-credits of Internship required.

**XD 420. Experience Design Capstone. 4.**

The course requires students to synthesize their cumulative learning experiences in multiple disciplines and apply them in positions of major responsibility within the practical context of an internship or project designing and implementing a physical, digital and/or live experience. The work requires students to articulate a philosophy, assess the skills they bring to the work, set goals and objectives, maintain ongoing documentation of research and work before and during the internship/ project, and assess their processes and accomplishments following completion. Fulfills the Senior Seminar requirement for Integrative Experience.

Prerequisite: XD 320 Intermediate Experience Design and at least two credits of XD 221 Seminar in Experience Design.