

COURSE DESCRIPTION

FRONTEND DESIGN

Course title Frontend Design	Kursustitel Frontend Design
Exam code / Course code BK2FE--KME / F27BK2FEUV	Approved 28.04.26
Level and semester BA 4th semester	Field of study Communication Design
ECTS 17,5	Responsible Laila Grøn Truelsen
Exam form Semester exam Combination exam: Oral defence and design product	Assessment 7-point grading scale The exam is an overall evaluation of the presented design product and the oral defence
Censor External	Extent/duration of exam The duration of the total semester exam is 60 minutes: 20 minutes for the student's presentation 20 minutes for discussion 20 minutes for deliberation and announcement
Group exam It is not possible to take the semester exam as a group exam.	Prerequisite As a mandatory prerequisite for participation in the exam, the student must deliver a learning portfolio for the semester before a deadline set by the study administration. The learning portfolio is not part of the exam. Exchange students are exempt, and do not need to hand in a learning portfolio to participate in the exam.

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Course objective

The course is designed to prepare students to work with frontend design, including web design and (web) app design, at a professional level.

Graphic designers must be able to create intuitive, functional, and logical user experiences for websites and apps, brought together through an aesthetic approach that enhances the user experience of digital platforms. Students will learn to integrate form, function, and visual experience in a way that reflects the brand identity of the digital product. The students must consider the sender, message, audience, and the core narrative that forms the foundation of their work with web and app design.

Throughout the course, students will create prototypes at every stage of the design process, from hand-drawn sketches to interactive prototypes. In addition, they will design final digital user experiences and frontend designs. This includes conducting user testing, enabling them to design and test interactive digital designs.

The course is largely practice-based, allowing students to become familiar and confident with web and app design through hands-on work. There will be room for experimentation throughout the process, while also maintaining a strong focus on achieving a high level of finish in the final web and (web) app designs.

Presentations, peer-to-peer feedback, and feedforward will be integral elements of the course. These activities will help students strengthen their ability to observe, analyze, and justify their design decisions, as well as develop their skills in giving and receiving constructive critique.

Learning outcome

At the examination, the student is expected to:

Knowledge:

- *have knowledge of when and where different types of prototypes (low-, medium-, and high-fidelity) should be used within a development process*
- *have a fundamental understanding of frontend design*
- *be able to understand how frontend and backend design differ from one another*

Skills:

- *be able to explain the functional aspects of their own digital product*
- *be able to work with relevant software for prototype development*
- *be able to use prototypes and testing methods to improve the user experience*
- *be able to develop and present an interactive prototype of a digital product*
- *be able to create an intuitive and easy-to-understand user flow within a digital product and its frontend design*
- *be able to incorporate a client's business objectives and requirements into the digital product and frontend design*
- *be able to develop and launch a functional website in responsive design*
- *be able to use interaction elements to enhance user experience and engagement*

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Competences:

- *be able to integrate frontend design and user interaction in the creation of visually engaging digital products that have emotional appeal and are cognitively intuitive*
- *be able to explain and justify design, business, and structural decisions*
- *be able to combine knowledge of visual language, visual elements, form, colour, typography, layout, illustration, campaign design, and frontend design with strong conceptual thinking and high aesthetic quality*

Generic learning outcome

In addition to the above-mentioned course-specific learning outcomes, the student is also expected to:

- *be able to present own research and project through an oral and visual presentation, that both explains what, why and how, and contains a reflection on the process and the concrete learning along the way*
- *be able to translate design experiments – regardless of the outcome – into learning and development of their own design practice*