DMKT2360 - Strategic Web Design for UX/UI

Credits:	3 (3/0/0)
Description:	This course covers the strategic design of websites and landing pages that guide users through goal-driven, user-centered experiences. Students learn core User Experience (UX) and User Interface (UI) principles—layout, hierarchy, navigation, responsive design—and apply them to create marketing-aligned, brand-consistent websites. Using WordPress, Squarespace or similar Customer Management Software (CMS) platforms, students incorporate accessibility, ethical design, basic Search Engine Optimization (SEO) and Artificial Intelligence (AI) tools for content creation, personalization and analytics. The course concludes with a portfolio project demonstrating research, design rationale, iterative testing and performance evaluation.
Prerequisites:	• DMKT2200
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Analyze how website and landing page design supports digital marketing goals through clear structure, messaging and user flow. 2. Apply User Experience (UX) and User Interface (UI) principles to produce intuitive, accessible and visually cohesive web layouts for desktop and mobile interfaces. 3. Construct websites and landing pages using WordPress and Squarespace or comparable Customer Management Software (CMS) platforms, customizing themes, navigation and visual design. 4. Utilize AI-based tools to support content development, personalization, layout suggestions and performance optimization. 5. Examine the elements of user experience: surface, skeleton, structure, scope and strategy planes. 6. Demonstrate an understanding of design techniques using flow diagrams, wire framing and prototypes. 7. Integrate accessibility and ethical design standards into web design decisions, ensuring inclusivity and responsible use of user data. 8. Produce and present a portfolio-ready web design project that demonstrates brand alignment, strategic thinking and measurable user experience improvements. 9. Conduct usability testing and interpret performance data to refine web designs and improve user experience outcomes.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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