University of Gdańsk

Subject card

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| Subject name and code | UX Design, PG_00199912 | | | | | | |
| Field of study | Economics | | | | | | |
| Date of commencement of studies | October 2026 | | Academic year of realisation of subject | | 2028/2029 | | |
| Education level | Bachelor's studies | | Subject group | | Obligatory subject group in the field of study<br>Optional subject group<br>Subject group related to scientific research in the field of study | | |
| Mode of study | part-time studies | | Mode of delivery | | at the university | | |
| Year of study | 3 | | Language of instruction | | Polish | | |
| Semester of study | 6 | | ECTS credits | | 4.0 | | |
| Learning profile | academic | | Assessment form | | credit | | |
| Conducting unit | | | | | | | |
| Name and surname of lecturer (lecturers) | Subject supervisor | | dr hab. Jacek Winiarski | | | | |
| | Teachers | | | | | | |
| Lesson types | Lesson type | Lecture | Tutorial | Laboratory | Project | Seminar | SUM |
| | Number of study hours | 6.0 | 14.0 | 0.0 | 8.0 | 0.0 | 28 |
| | E-learning hours included: 0.0 | | | | | | |
| Learning activity and number of study hours | Learning activity | Participation in didactic classes included in study plan | | Participation in consultation hours | | Self-study | SUM |
| | Number of study hours | 28 | | 0.0 | | 72.0 | 100 |
| Subject objectives | The aim of the lecture in the **UX Design** course is to present the theoretical foundations of user experience design. The lecture covers the history of UX development as a field, from the origins of ergonomics and usability research in the 1950s, through the evolution of human-computer interaction, to modern applications of UX in technology. Practical examples, such as the role of UX in the success of Apple products (e.g., the intuitiveness and simplicity of the iPhone interfaces), will be discussed, highlighting the importance of user-centered design across various industries. The lecture will also explore the influence of psychology and sociology on UX and examine future trends in the field | | | | | | |

Learning outcomes

| Course outcome | Subject outcome | Method of verification |
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| [EKONL3_W01] has advanced knowledge of the nature of social sciences, their place in the system of sciences, knows the role of economic sciences in this system and uses universal economic terminology | The student demonstrates knowledge of the role of UX Design in the context of social and economic sciences, understands the importance of user experience in design and business processes, and uses basic economic and social terminology when analyzing and presenting UX projects. | [SW4] test/exam - oral or written |
| [EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure | The student is able to use design tools (Figma, Canva, Photoshop) in a creative and flexible way, adapting to changing project conditions. They take initiative in team activities, identify potential challenges in the design process, assess the risk of their occurrence, and propose solutions —demonstrating an entrepreneurial mindset. | [SK2] presentation/project/paper/ report |
| [EKONL3_U14] is ble to set priorities, plan and organize the implementation of individual and team tasks, as well as monitor and evaluate progress in achieving set goals. | The student is able to plan and organize project work related to user interface design using selected tools (Figma, Canva, Photoshop), appropriately setting task priorities, monitoring progress, and evaluating the effectiveness of project implementation in line with UX industry standards. | [SU2] presentation/project/paper/ report |
| [EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences | The student is able to apply theoretical knowledge in UX Design and to collect and analyse data related to user behaviour and the functioning of digital products, interpreting social and economic phenomena in the context of user experience design using basic analytical methods applied in economics, finance, and management sciences. | [SU4] test/exam - oral or written |
| [EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life | The student is aware of the level of their knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life. | [SK2] presentation/project/paper/ report |
| [EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions | The student is able to apply advanced knowledge of the structure and functioning of various types of business entities and public institutions in the context of user experience (UX) design, taking into account their specific needs, business goals, and market or organizational conditions. | [SW4] test/exam - oral or written |
| [EKONL3_K06] is willing to be guided in his professional life by business ethics and corporate social responsibility, to respect others and to be loyal to his employer | The student demonstrates readiness to apply professional ethics and principles of social responsibility in the UX design process, taking into account the needs of various stakeholder groups, respect for user diversity, and loyalty to the values and goals of the organization for which the design is created. | [SK2] presentation/project/paper/ report |
| [EKONL3_W03] knows the relations between economic agents and social organisations operating in the national, international and intercultural arenas | The student understands the importance of user experience (UX) design in the context of relationships between economic entities and social organizations operating in national, international, and intercultural environments. They are able to take these conditions into account when developing design solutions, analysing the needs of diverse user groups. | [SW4] test/exam - oral or written |

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| | Course outcome | Subject outcome | Method of verification |
| | [EKONL3_W04] knows the types of economic and social ties and the regularities governing them | The student knows the types of economic and social ties and the principles governing them. | [SW4] test/exam - oral or written |
| Subject contents | • Introduction to UX Design<br>• The History of UX Design Development<br>• The Role of UX in Modern Technologies<br>• The Basics of Psychology in UX Design<br>• Contemporary Trends and Challenges in UX<br>• UX and the Job Market<br><br>Any doubts regarding the issues discussed can be clarified during the consultations. | | |
| Prerequisites and co-requisites | | | |
| Assessment methods and criteria | Subject passing criteria | Passing threshold | Percentage of the final grade |
| | | 51.0% | 40.0% |
| | | 51.0% | 60.0% |
| Recommended reading | Basic literature | **Don Norman**, *The Design of Everyday Things*, Basic Books, Nowy Jork, 2013.<br><br>**Jesse James Garrett**, *The Elements of User Experience: User-Centered Design for the Web and Beyond*, New Riders, Berkeley, 2010.<br><br>**Kim Goodwin**, *Designing for the Digital Age: How to Create Human-Centered Products and Services*, Wiley, Indianapolis, 2009. | |
| | Supplementary literature | **Jeff Gothelf, Josh Seiden**, *Lean UX: Designing Great Products with Agile Teams*, O'Reilly Media, Sebastopol, 2013. | |
| | eResources addresses | | |
| Example issues/ example questions/ tasks being completed | | | |
| Work placement | Not applicable | | |

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