

UXP3222 : Psychology of Perception in UX

In the Psychology of Perception in UX course, students will learn how components of our shared biology affect the way people naturally perceive and process information. This knowledge will inform and shape their work in UX design. The course examines deeper theories in perception, information grouping, subjective consistency, and contrast effects. Students will investigate how optical illusions, information organization behaviors, and conflicting perceptions may impact user experiences.

Credits 3

Course Length 4 weeks