

MDM640 : Measuring Design Effectiveness

By exploring the various ways to measure the success of design solutions, students gain a better understanding of how design work is perceived and interpreted by target audiences. To capture a holistic perspective of the media design experience, students in the Measuring Design Effectiveness Course examine multiple points of view, further their research, and apply higher-level critical thinking skills through a variety of assignments and discussions. Basic concepts regarding metrics and marketing strategies and how they are implemented in the industry are also discussed as students refine their presentation skills.

Credits 5