— Saginaw Valley State University —

Center for Experience Research & Design

What Is the CERD?

The CERD is a site for research, creation, and collaboration. In this facility, **we study communication problems** through the application of a variety of research strategies and methodologies. For example, we can assess how viewers interact with a web site: where they click, what draws and holds their attention, how quickly they move from page to page, and what confuses or frustrates them. **We apply that knowledge to create more-effective information products**.

The CERD is also a space where **we create** a diverse array of **information products**, including web sites, hypertexts, interactive tutorials, videos, instructions, reports, electronic books, and podcasts. (Yes, we design a lot of things.)

What Resources Does the CERD Offer?

The CERD is equipped with industry-standard tools for research and design. In the **User Experience Lab**, we implement Gazepoint *GP3* ux software and eye-tracking technologies plus a variety of recording technologies to study users in action with information and devices. We create communication solutions in the **Audio & Video Production Studio** and the **Information Design Lab** with Adobe *Creative Cloud* packages and TechSmith *Camtasia*. We are well equipped for in-studio and field recording of audio and video. Our **UX Studio** and **MakerSpace** facility offer sites for interaction and ideation.

Where Is the CERD?

The CERD includes five facilities in four spaces: the **User Experience Lab** (Curtiss Hall 143), the **Information Design Lab** (C143), the **UX Studio & Collaboration Space** (C151), the **MakerSpace Lab** (C155), and the **Audio & Video Production Studio** (C148).

Who Is the CERD?

The CERD is a collaborative space that is administered by the Department of Rhetoric and Professional Writing on behalf of the university. The CERD is host to the **Usability Research Team** (URT), an interdisciplinary research and design consultancy who works with a variety of clients. Faculty-lead projects draw on the talents of undergraduate students from technical writing, education, and other disciplines, including graphic design.

If you would like to know more about the CERD, if you would like to inquire about conducting a study in it or in collaboration with the URT, contact one of the faculty members listed below.

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Communication Research & Information Design