



MODULE SPECIFICATION

| Part 1: Information | | | |
|---------------------------|--|--------------------|--|
| Module Title | User Experience | | |
| Module Code | UFCFH5-30-2 | Level | Level 5 |
| For implementation from | 2019-20 | | |
| UWE Credit Rating | 30 | ECTS Credit Rating | 15 |
| Faculty | Faculty of Environment & Technology | Field | Computer Science and Creative Technologies |
| Department | FET Dept of Computer Sci & Creative Tech | | |
| Module type: | Standard | | |
| Pre-requisites | None | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

| Part 2: Description |
|---|
| <p>Overview: This module focuses on understanding and exploring the user experience of digital applications and products through usability, information architecture and interaction design. It is underpinned by research and practice in the field of Human-Computer Interaction.</p> <p>Educational Aims: User experience is a large and rapidly developing field. The module will develop student's ability to locate and critically evaluate relevant material from the large body of both academic and professional information available. Alongside this students will design and implement practical projects and exercises that use an inquiry-based learning methodology to create interactive digital media systems.</p> <p>In addition the educational experience may explore, develop, and practise but not formally assess the following:</p> <p>Team working in a creative studio setting</p> <p>Cross-disciplinary collaboration and interpersonal communication</p> <p>Outline Syllabus: Students will acquire a good working knowledge of the practices and methods to conceive and design user experiences including:</p> |

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Understanding the concept and history of the user in the field of Human-Computer

Interaction, the limits and opportunities of User Experiences in the field of digital media

The module will critically and practically explore the varied aspects of User Experience, including:

Psychological and physiological foundations for interactive systems design

A variety of design research methods and processes

Information architecture

Design contexts and Ethics

Teaching and Learning Methods: Students will work in groups and individually on research and practical tasks producing a wide range of outcomes that include:

Design project work

Presentations

Research reports

Designing learning and user testing activities

Part 3: Assessment

Each of the assessments is designed to utilise the requisite methods, tools and literature that will enable students to achieve at least two of the learning outcomes for the module.

The assessment types include a presentation, a design project, workshop exercises and student led workshop / activity.

Students will create a practical project that will entail the design of a user experience, which will include research, ideation, testing and the creation of design visuals. In workshop exercises students will research, use and reflect on user experience methodologies. Students will also lead workshops where they present and demo (where appropriate) a variety of user experience methodologies.

These assessment types reflect real-world scenarios where User Experiences would be encountered and implemented. They also reflect the integration of research and practice that is central to the programmes that the module contributes to.

For group work B1, B3 assessment briefs clearly state that where is clear evidence of non-participation for any single individual their mark may be reduced and that all of the group must take part in presentations and associated student led workshop activities.

The written aspect of the assessments will allow students meet the learning outcome that requires them to synthesise secondary and primary research findings.

The resit reworks the first sit assessment design scoped for individual submission and will use the same assessment briefs. The submission for workshop activity will take the form of a plan and report as individual work, whilst the content of the presentation will be reformatted as a video presentation.

Plagiarism will be monitored via online submission resources for B3 and by the extensive use of practical exercises, projects and in class work requiring learners to present and discuss their work and ideas at various stages of the process (on each assignment).

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| First Sit Components | Final Assessment | Element weighting | Description |
|---|------------------|-------------------|--|
| Project - Component B | ✓ | 37 % | Group design project with individual component (2000 word report and design folio) |
| Practical Skills Assessment - Component B | | 19 % | Individual Lab exercises |
| Presentation - Component B | | 19 % | Group led workshop activity in class with documentation |
| Presentation - Component A | | 25 % | Presentation and demo |
| Resit Components | Final Assessment | Element weighting | Description |
| Project - Component B | ✓ | 75 % | Individual design project (2000 word report, exercises and workshop plan) |
| Presentation - Component A | | 25 % | Video presentation and Video demo |

| Part 4: Teaching and Learning Methods | | | | | | | | | | | | | | | |
|---|--|--------------------------|-----------|---|-----|--|-----|--|-----|---|-----|--|-----|---|-----|
| Learning Outcomes | On successful completion of this module students will achieve the following learning outcomes: | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th>Module Learning Outcomes</th> <th>Reference</th> </tr> </thead> <tbody> <tr> <td>Connect underlying theory and objectives to design patterns and practice in user experience</td> <td>MO1</td> </tr> <tr> <td>Select and apply appropriate interaction design and information architecture tools, techniques and methodological frameworks</td> <td>MO2</td> </tr> <tr> <td>Organise and facilitate stakeholder workshops for requirements elicitation and concept realisation to a professional level</td> <td>MO3</td> </tr> <tr> <td>Plan and conduct a usability evaluation study, and report findings in a professional manner</td> <td>MO4</td> </tr> <tr> <td>Synthesise primary and secondary research findings to gain context and user specific insights, enabling informed and evidence-based design</td> <td>MO5</td> </tr> <tr> <td>Construct design concepts imaginatively using a variety of lo-fidelity and hi-fidelity prototyping media which demonstrate a high level understanding of usability, and present these in a clear and concise manner</td> <td>MO6</td> </tr> </tbody> </table> | Module Learning Outcomes | Reference | Connect underlying theory and objectives to design patterns and practice in user experience | MO1 | Select and apply appropriate interaction design and information architecture tools, techniques and methodological frameworks | MO2 | Organise and facilitate stakeholder workshops for requirements elicitation and concept realisation to a professional level | MO3 | Plan and conduct a usability evaluation study, and report findings in a professional manner | MO4 | Synthesise primary and secondary research findings to gain context and user specific insights, enabling informed and evidence-based design | MO5 | Construct design concepts imaginatively using a variety of lo-fidelity and hi-fidelity prototyping media which demonstrate a high level understanding of usability, and present these in a clear and concise manner | MO6 |
| | Module Learning Outcomes | Reference | | | | | | | | | | | | | |
| | Connect underlying theory and objectives to design patterns and practice in user experience | MO1 | | | | | | | | | | | | | |
| | Select and apply appropriate interaction design and information architecture tools, techniques and methodological frameworks | MO2 | | | | | | | | | | | | | |
| | Organise and facilitate stakeholder workshops for requirements elicitation and concept realisation to a professional level | MO3 | | | | | | | | | | | | | |
| | Plan and conduct a usability evaluation study, and report findings in a professional manner | MO4 | | | | | | | | | | | | | |
| | Synthesise primary and secondary research findings to gain context and user specific insights, enabling informed and evidence-based design | MO5 | | | | | | | | | | | | | |
| Construct design concepts imaginatively using a variety of lo-fidelity and hi-fidelity prototyping media which demonstrate a high level understanding of usability, and present these in a clear and concise manner | MO6 | | | | | | | | | | | | | | |
| Contact Hours | Independent Study Hours: | | | | | | | | | | | | | | |
| | Independent study/self-guided study | 228 | | | | | | | | | | | | | |
| | Total Independent Study Hours: | 228 | | | | | | | | | | | | | |
| | Scheduled Learning and Teaching Hours: | | | | | | | | | | | | | | |
| | Face-to-face learning | 72 | | | | | | | | | | | | | |

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|--------------|---|-----|
| | Total Scheduled Learning and Teaching Hours: | 72 |
| | Hours to be allocated | 300 |
| | Allocated Hours | 300 |
| Reading List | <p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/ufcfh5-30-2.html</p> | |

| Part 5: Contributes Towards | |
|--|--|
| <p>This module contributes towards the following programmes of study:</p> <p>Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2018-19</p> <p>Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2018-19</p> <p>Digital Media [Sep][FT][SHAPE][3yrs] BSc (Hons) 2018-19</p> | |