STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	User Experience		
Module Code	UFCFH5-30-2	Level	Level 5
For implementation from	2021-22		
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		
PSRB Requirements	None		

Part 2: Description
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. **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. In addition the educational experience may explore, develop, and practise but not formally assess the following: Team working in a creative studio setting Cross-disciplinary collaboration and interpersonal communication

Outline Syllabus: Students will acquire a good working knowledge of the practices and methods to conceive and design user experiences including:

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 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, B2 assessment briefs clearly state that where there 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 (A).

The written aspect of the assessments will allow students to 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 (A) 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 B2 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
Presentation - Component A		25 %	Group led workshop activity with documentation. The workshop has a recommended duration of 30 - 40 mins.
Practical Skills Assessment - Component B		30 %	Individual UX user research exercises. the exact types of exercises are specified in the assignment brief. The exercises may consist of interviews, observations and potentially other user research methods. Usually the number of exercises is about 3. Duration of exercises and word count of summaries is specified in the assignment brief.
Project - Component B	✓	45 %	Group design project with individual components (2000 word report and design folio)
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A		25 %	Video presentation of led workshop activity with documentation
Project - Component B	✓	75 %	Individual design project (2000 word report, exercises and workshop plan)

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:

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

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

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2020-21 Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20 Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2019-20 Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21