Module Specification

Digital Design and Development

Version: 2024-25, v2.0, 05 Jul 2024

Contents

Part 1: Information

Module title: Digital Design and Development

Module code: UFCFQJ-15-M

Level: Level 7

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The syllabus includes:

User and context research tools and practices

Information architecture fundamentals: definitions, heuristics, approaches
Cross channel service design and user experience mapping
Prototyping: creating wireframes, templates and other visual design aids
Gathering user feedback: Formal and guerrilla usability testing
Design critique
Scripting language fundamentals: Javascript, PHP and others
Good coding practice: Use of code repositories, documentation, testing, reusability
Good design practice in relation to typography, layout, information design and visualisation
Issues in digital design: user experience, accessibility, responsive design, browser/device/OS compatibility, graceful degradation
Emerging platforms and interactions: VR, 3D Projection, Haptics, Internet of Everything

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning includes a mixture of short talks, seminars and supervised practical classes and workshops;
Independent learning includes hours engaged with essential reading, assignment preparation and completion etc. These sessions constitute an average total time of 130 hours.

A total of 24 contact hours will be timetabled for the module. This will consist of flexible teaching and learning time.

Additional tutor and peer support will be available remotely for some design and coding activities.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Identify and develop creative solutions to a design problem.

MO2 Pursue and respond to other's critique on their designs and, in turn, provide constructive critique on others' work

MO3 Identify good practice in a particular programming language and use this to implement a prototype for mobile, web or other digital interface

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 0

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ufcfqj-15-m.html

Part 4: Assessment

Assessment strategy: The assessment strategy has been developed to provide a rounded view of the student's performance as a digital designer and developer. The student will be expected to exemplify reflective and professional practice through giving and receiving feedback, and explaining design decisions.

The module will be therefore assessed through an individual 10 minute video presentation. Students will develop their presentation pack over time, and this will be backed-up by in-class formative assessment, and peer review.

Individual presentation: The presentation will document the progress of the student through the design and development process and will evidence their design and functional prototype through demonstration. The contents will be assessed according to the quality of each output, adherence to design principles and the learning evident from the process.

The presentation should evidence artefacts from the various stages of the design process. For example, one slide on each of the following topics:
* Mood board, colour theme and font exploration, and reference designs.

* Documenting the persona and user experience (UX).
* Initial design prototypes using wireframe and wireflow.
* High-fidelity interactive design prototype (e.g. screenshots).
* Evidence of design critique with a summary of peer comments and a plan for changes;

Tasks will typically be started during contact time when there will also be tutor feedback and peer review opportunities. Task completion, reflective commentary and submission may be completed online during independent study time.

The resit strategy is the same as for first sit.

Assessment tasks:

Presentation (First Sit)
Description: Individual output and presentation (10 minutes)
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)
Description: Individual output and presentation (10 minutes)
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Information Technology [Villa] MSc 2024-25

Information Technology [Frenchay] MSc 2024-25

Information Technology [Frenchay] MSc 2024-25

Information Technology [Villa] MSc 2024-25