Module Specification

Digital Design and Development

Version: 2026-27, v2.0, Approved

Contents

Part 1: Information

Module title: Digital Design and Development

Module code: UFCFQJ-15-M

Level: Level 7

For implementation from: 2026-27

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: This module develops key skills in user-centred digital design, including user research, information architecture, UX, prototyping, and visual communication. Students will produce design artefacts and interactive prototypes, reflecting on their process through a written report with a video presentation. The focus is on thoughtful design practice that responds to user needs and emerging trends.

Features: Not applicable

Educational aims: This module aims to develop students' skills in user-centred digital design and front-end development, combining research, prototyping, coding, and usability testing. It fosters reflective, professional practice while addressing accessibility, responsive design, and emerging technologies, preparing students for advanced study or industry roles.

Outline syllabus: The syllabus will typically include but is not limited to:

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
Front-end development fundamentals: HTML, CSS, JavaScript

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/operating system compatibility, graceful degradation

Part 3: Teaching and learning methods

Teaching and learning methods: Learning on this module combines structured teaching, guided practice, and independent study to develop both design thinking and technical skills. Students will engage through:

Interactive sessions: lectures, demonstrations, to introduce core principles in digital design and development.

Practical Activities : Supervised sessions where students apply methods such as prototyping, coding, and usability testing, with opportunities for immediate feedback.

Peer and tutor critique: Regular review activities to encourage reflection, constructive feedback, and iterative improvement of design work.

Independent study: Guided tasks and research to consolidate learning outside class.

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 others' critique on their designs and, in turn, provide constructive critique on others' work.

MO3 Design and develop innovative prototypes for mobile, web, or other digital interfaces, applying good programming practices.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

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. Students will be expected to demonstrate reflective and professional practice by documenting their design process and explaining design decisions through both written and visual evidence.

The module will be assessed through a written report with a short pre-recorded video demonstration. The report will document the progress of the student through the

design and development process and will evidence their artefacts, design decisions, and reflective commentary. The accompanying video will demonstrate the functionality of the student's interactive prototype, highlighting key design features and usability considerations.

The report should evidence artefacts from the various stages of the design process. For example, one section 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.

The resit strategy is the same as for first sit.

Assessment tasks:

Report (First Sit)
Description: Written report with a pre-recorded video summarising key outcomes.
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3

Report (Resit)
Description: Written report with a pre-recorded video summarising key outcomes.
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 [Frenchay] MSc 2026-27

Information Technology [Frenchay] MSc 2026-27

Information Technology [Frenchay] MSc 2026-27

Information Technology [Frenchay] MSc 2026-27

Information Technology [Villa] MSc 2026-27

Information Technology [Villa] MSc 2026-27