



Programme Specification

Digital User Experience (UX) {Apprenticeship-UCW}[UCW]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Digital User Experience (UX) {Apprenticeship-UCW}[UCW]

Highest award: BSc (Hons) Digital User Experience (UX)

Interim award: DipHE Digital User Experience (UX)

Interim award: CertHE Digital User Experience (UX)

Awarding institution: UWE Bristol

Affiliated institutions: University Centre Weston

Teaching institutions: University Centre Weston

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CATE School of Computing and Creative Technologies, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Apprenticeship Standard ST0470

Modes of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 04 September 2023

Programme code: I15C00

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: This BSc (Hons) Digital User Experience Degree Apprenticeship programme is designed to enable you to enhance and accelerate your career prospects through engaging in a an apprenticeship programme that provides opportunities to develop your knowledge, skills and behaviour within user experience and digital system design, and capitalise on opportunities for you to apply learning within the context of your employment.

This apprenticeship will specifically enable you to develop, update, extend and enhance your knowledge, technical, behavioural and contextual competence and underpinning professional skills and behaviours to excel as a digital user experience professional working within your organisation.

Your learning and personal and professional development will be facilitated through a structured apprenticeship programme and supported by a range of learning, on and off the job training. This will enable you to embark on a learning programme designed to enhance your career development and future employability within a digital user experience context.

Features of the programme: This Degree apprenticeship will maximise the opportunities for learners to gain knowledge and applied practice in user experience design. It will be delivered over 4.5 years (54 Months).

The initial target market would be local employers within North Somerset and the WECA region, who have identified a need for employees with the skills, knowledge and behaviours developed within the UX apprenticeship. The programme will also provide progression for students studying on digital T-Level Qualifications at UCW.

UCW will be the main training provider, with Ofsted responsibility. UCW will deliver the whole programme up to the gateway (330 credits), then UWE will deliver the EPA (30 credits). The EPA happens within the module 'Synoptic Project'.

Educational Aims: Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.

To enable students to establish and develop key skills in areas of digital user experience, research and professional practice.

The programme, in combination with competencies gained in the workplace, will equip students with the knowledge and attributes necessary to establish careers in digital user experience.

Leading the application of user-centred design methodologies, tools and techniques across the full lifecycle of digital product/service design and delivery, from research and development, through continuous improvement, to product/service retirement.

To capture organisational requirements and present solutions to UX challenges.

To investigate, analyse and design the experience that people have with digital products and services, both current and emerging, in order to find ways that these interactions can be implemented, improved and optimised over time.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

- PO1. Capture, interpret and articulate digital product or service requirements including business, technical and potential user sources and define appropriate measures of success, including goals, objectives and key performance indicators
- PO2. Conduct research using a range of methodologies and techniques to understand users, identify opportunities, and inform concepts for new digital products and services
- PO3. Apply decision making to select and deliver UX activities within given timeframes and budgets, in order to meet business needs with consideration for dependencies between different disciplines.

- PO4. Model and articulate user types and their goals, behaviours and pain points using appropriate design artefacts to inform the design process.
- PO5. Design and lead user testing to validate and verify proposed UX design solutions.
- PO6. Evidence and reflect on own learning in an academic and professional context, recognising the value of continuing personal and professional development.
- PO7. Monitor changes in the wider contexts (social, political, cultural, industrial, technical, economic, international, environmental) affecting the discipline of UX.
- PO8. Manage relationships and facilitate effective teamwork and collaboration with stakeholders, users/customers and multidisciplinary team members, throughout the digital product or service life-cycle.

Assessment strategy: The types of assessments used throughout the programme will enable students to develop, utilise and demonstrate a range of academic skills and transferable skills. The range of assessment types will ensure that students are required to complete work in several different formats, and this requires intellectual dexterity. It also ensures that all students receive equitable treatment, as no student will be unduly advantaged or disadvantaged due to excessive repetition of format.

Several assignments will require students to apply academic theory into practice, enabling students to demonstrate key knowledge, skills and behaviours in the workplace.

The type of assessments include: essays; practical's, work-based assessments and reports; research; practical examinations; presentations; personal reflections; portfolios. As part of the programme design process, module leaders have identified the most appropriate assessment approach which best suits the nature of the module and aligns to the learning outcomes of the module.

The programme has been designed with an integrated end point assessment (EPA) that students will undertake once they have achieved 330 credits. The EPA contains both a professional discussion and a work-based project report and presentation.

Student support: The programme has been designed through consultation with employers, subject specialists, and the incorporation of the apprenticeship occupational standards for Digital UX. The embedding of the knowledge, skills and behaviours ensure that the programme is industry recognised and relevant for graduate employability.

The programme incorporates a number of work-based assessments that will enhance the learning experience of the student through having to apply theoretical knowledge to real world situations. The professional development modules will enhance the employability of the student and introduce them to the relevance of lifelong learning.

Student support is provided by the Higher Education Academic Registry Team (HEART) and includes support with mental health and wellbeing; students with a specific learning difference and financial issues. The Academic Development Team provides students with support with academic writing, referencing and plagiarism, designed to equip students with the necessary skills to reach their full potential. Where particular needs are identified, students may be allocated a learning mentor. In addition to these support services, students will also have a programme tutor.

Part B: Programme Structure

Year 1

Students must take 60 credits in Year 1

Year 1 only starts in Teaching block 2 - January - all remaining years start in September

Year 1 Compulsory Modules

Students must take 60 credits of compulsory modules

Module Code	Module Title	Credit
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UFCFP1-30-1	Introduction to Human Computer Interaction 2026-27	30
UFCFQ1-15-1	Professional Development 2026-27	15
UFCFS1-15-1	UX Origins and Applications 2026-27	15

Year 2

Students must take 90 credits in Year 2

Year 2 Compulsory Modules

Students must take 90 credits of compulsory modules

Module Code	Module Title	Credit
UFCFV1-15-2	Emerging UX Development 2027-28	15
UFCFY1-15-2	Professional Portfolio 2027-28	15
UFCFR1-30-1	UX Design & Development 2027-28	30
UFCFT1-30-1	UX Project Lifecycles 2027-28	30

Year 3

Students must take 105 credits in Year 3

Year 3 Compulsory Modules

Students must take 105 credits of compulsory modules

Module Code	Module Title	Credit
UFCE44-15-2	Applied Social Science in UX 2028-29	15
UFCE47-30-3	Professional Practice 2028-29	30
UFCFX1-30-2	UI for Web Applications 2028-29	30
UFCFW1-30-2	UX for Software Design 2028-29	30

Year 4

Students must take 75 credits in Year 4

Year 4 Compulsory Modules

Students must take 75 credits of compulsory modules

Module Code	Module Title	Credit
UF CFU1-15-2	Applied Legal and Ethical Considerations in UX 2029-30	15
UFCE45-30-3	Cognition and Behaviour 2029-30	30
UFCE46-30-3	Future of UX 2029-30	30

Year 5

Students must take 30 credits in Year 5

Year 5 Compulsory Modules

Students must take 30 credits from the modules in Compulsory Modules

Module Code	Module Title	Credit
UFCE48-30-3	UX Degree Apprenticeship Synoptic Project 2030-31	30

Part C: Higher Education Achievement Record (HEAR) Synopsis

This programme will enable you to develop, update, extend and enhance your knowledge, technical, behavioural and contextual competence, and underpinning professional skills and behaviours to excel as a digital user experience professional working within your organisation, responding to one of the fastest growing sectors of the visual communications industry. This course will allow you to use design, problem solving, research and psychology to test and create better digital products and services, leading the application of user-centred design methodologies, tools and techniques across the full lifecycle of digital product/service design and delivery, from research and development, through continuous improvement, to product/service retirement.

Part D: External Reference Points and Benchmarks

For the development of this programme we used the following QAA subject benchmark statements and the apprenticeship standards for:

<https://www.instituteforapprenticeships.org/apprenticeship-standards/digital-user-experience-ux-professional-integrated-degree/>

Computing (2019): <https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject>

Art and Design (2017): <https://www.qaa.ac.uk/docs/qaa/subject>

Part E: Regulations

The following variant regulations apply to UFCE48-30-3 UX Degree Apprenticeship Synoptic Project only:

Regulation D5 (Requirements to pass a module):

This module has two assessment tasks, each with a mark expressed as a grade (e.g. Distinction/Pass/ Fail), not as a percentage.

Task 1 – Professional Discussion underpinned by portfolio - Distinction/Pass/ Fail

Task 2 – A work-based project report and presentation with questioning - Distinction/Pass/ Fail

The overall module is graded Distinction/Merit/Pass/Fail in line with the Digital User Experience (UX) professional assessment plan.

Regulations D6 (Failure of a Module) and D7 (Failure of a Module Resit):

Skills England regulations state that the apprentice's employer will need to agree that a resit or retake is an appropriate course of action. UWE Bristol's regulations need to align with this.

For the purposes of the apprenticeship outcome only, a resit or retake will be capped at a pass, unless the university determines there are exceptional circumstances requiring a resit or retake. There is no capping of this module for the degree outcome.

Regulation D11 (Requirements for the Award of an Undergraduate Degree Arrangements for Awards Classifications):

The End-Point Assessment module grade will count towards the overall degree classification.

MARKING INFORMATION

In order for the EPA module grade to count towards the degree classification, Skills England requires the conversion of each EPA grade into a single 'spot' percentage mark, meaning that everyone who achieves the same grade gets the same mark.

For this apprenticeship, the 'spot' percentage marks used for the degree calculation are as follows:

An assessment task outcome of Fail will be converted to 20%.

An assessment task outcome of Pass will be converted to 60%.

An assessment task outcome of Distinction will be converted to 80%.

A successful overall outcome for this module will therefore be one of the following:

Pass (60%) + Pass (60%) = Pass (60%)

Pass (60%) + Distinction (80%) = Merit (70%)

Distinction (80%) + Distinction (80%) = Distinction (80%)