



## **Programme Specification**

### **Digital User Experience (UX)**

Version: 2023-24, v1.0, 06 Sep 2022

#### **Contents**

<b>Programme Specification.....</b>	<b>1</b>
<b>Section 1: Key Programme Details.....</b>	<b>2</b>
Part A: Programme Information .....	2
<b>Section 2: Programme Overview, Aims and Learning Outcomes .....</b>	<b>3</b>
Part A: Programme Overview, Aims and Learning Outcomes .....	3
Part B: Programme Structure.....	5
Part C: Higher Education Achievement Record (HEAR) Synopsis .....	6
Part D: External Reference Points and Benchmarks .....	7
Part E: Regulations .....	7

## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Digital User Experience (UX)

**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

**Department responsible for the programme:** FET Dept of Computer Sci & Creative Tech, Faculty of Environment & Technology

**Contributing departments:** Not applicable

**Professional, statutory or regulatory bodies:** Not applicable

**Apprenticeship:** Apprenticeship Standard ST0470

**Mode 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 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.

**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.

## Part B: Programme Structure

### Year 1

Students must take 90 credits in Year 1

#### Year 1 Compulsory Modules

Students must take 90 credits of compulsory modules

Module Code	Module Title	Credit
UFCFP1-30-1	Introduction to Human Computer Interaction 2023-24	30
UFCFQ1-15-1	Professional Development 2023-24	15
UFCFR1-30-1	UX Design & Development 2023-24	30
UFCFS1-15-1	UX Origins and Applications 2023-24	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
UFCFU1-15-2	Applied Legal and Ethical Considerations in UX 2024-25	15
UFCFY1-15-2	Professional Portfolio 2024-25	15
UFCFX1-30-2	UI for Web Applications 2024-25	30
UFCFT1-30-1	UX Project Lifecycles 2024-25	30

### Year 3

Students must take 90 credits in Year 3

**Year 3 Compulsory Modules**

Students must take 90 credits of compulsory modules

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCE44-15-2	Applied Social Science in UX 2025-26	15
UFCFV1-15-2	Emerging UX Development 2025-26	15
UFCE47-30-3	Professional Practice 2025-26	30
UFCFW1-30-2	UX for Software Design 2025-26	30

**Year 4**

Students must take 90 credits in Year 4

**Year 4 Compulsory Modules**

Students must take 90 credits of compulsory modules

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCE45-30-3	Cognition and Behaviour 2026-27	30
UFCE46-30-3	Future of UX 2026-27	30
UFCE48-30-3	UX Degree Apprenticeship Synoptic Project 2026-27	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 fast 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**

Approved to University Regulations and Procedures:

<https://www.uwe.ac.uk/study/academic-information/regulations-and-procedures>