



## Programme Specification

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

Version: 2024-25, v2.0, 04 Jul 2024

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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 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 years.

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
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UFCCP1-30-1	Introduction to Human Computer Interaction 2024-25	30
UFCCQ1-15-1	Professional Development 2024-25	15
UFCCS1-15-1	UX Origins and Applications 2024-25	15

**Year 2**

Students must take 90 credits in Year 2

**Year 2 Compulsory Modules**

Students must take 90 credits of compulsory modules

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCCV1-15-2	Emerging UX Development 2025-26	15
UFCCY1-15-2	Professional Portfolio 2025-26	15
UFCCR1-30-1	UX Design & Development 2025-26	30
UFCCFT1-30-1	UX Project Lifecycles 2025-26	30

**Year 3**

Students must take 105 credits in Year 3

**Year 3 Compulsory Modules**

Students must take 105 credits of compulsory modules

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCE44-15-2	Applied Social Science in UX 2026-27	15
UFCE47-30-3	Professional Practice 2026-27	30
UFCCFX1-30-2	UI for Web Applications 2026-27	30
UFCCFW1-30-2	UX for Software Design 2026-27	30

**Year 4**

Students must take 75 credits in Year 4

**Year 4 Compulsory Modules**

Students must take 75 credits of compulsory modules

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UF CFU1-15-2	Applied Legal and Ethical Considerations in UX 2027-28	15
UFCE45-30-3	Cognition and Behaviour 2027-28	30
UFCE46-30-3	Future of UX 2027-28	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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCE48-30-3	UX Degree Apprenticeship Synoptic Project 2028-29	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 relate to UFCE48-30-3 UX Degree Apprenticeship Synoptic Project. Approved variants to University Academic Regulations and Procedures (2023-24 version):

Regulations D5 (Module types) and D6 (Requirements to pass a module):

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

The overall module is graded Distinction/Merit/ Pass/Fail in line with the Digital User Experience Professional Apprenticeship assessment plan.

Regulations D7 (Failure of a Module) and D8 (Retaking a Module)

If ATE 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.

A resit or retake will be capped at Pass, unless the University determines there are personal or exceptional circumstances outside the control of the apprentice and/or employer which mean an uncapped resit or retake is warranted.

Regulation D12 (Requirements for the Award of an Undergraduate Degree)

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