

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	ADVANCED TOPICS IN HUMAN COMPUTER INTERACTION (HCI)		
<b>MODULE CODE</b>	CO4732 (L7)	<b>CREDIT VALUE</b>	20 / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF SCIENCE		

### MODULE AIMS

1. Identify appropriate techniques for use in UX practice
2. Provide experience in novel and emerging areas of UX practice.
3. Explore, explain and critique a variety of UX methods

### MODULE CONTENT

*NOTE: This module introduces new and emerging trends whilst also taking advantage of visiting and guest tutors and focussing on research activities currently carried out by the UCLan team. The content therefore is variable but will typically include:*

Models of Interactivity

Activity and social theories

Theories of fun, pleasure and their application to user experience

Language and communication theories and their application to user experience

Methods and techniques for evaluating user experience

Design practice within user experience

User centred security, privacy and trust

Feminist research in UX

User Experience in different contexts such as games

User Experience and Children

Sustainable User Experience

### INTENDED LEARNING OUTCOMES

**On successful completion of this module a student will be able to:**

1. Describe and critically evaluate the usefulness of different methods and models as applied to particular situations
2. Critically discuss current and future UX trends.
3. Investigate, identify and evaluate appropriate UX research methods
4. Discuss ethical and moral perspectives in relation to the creation and use of interactive products, and their social impact.

### TEACHING METHODS

The core learning material will be delivered during lecture sessions; these will be available on the web for online use where they will be augmented with additional learning materials and tasks.

Face to face seminar sessions will give the students the chance to discuss and present their work in a critical environment. Visiting academics and researchers from UCLan will supplement the core curriculum with lectures on current UX topics.

This module will reflect current topics and the research interests of the staff. Consequently, the details of the assessment will vary. In assignment 1, students will be expected to report on the application of

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techniques to a given situation before drawing on relevant literature to evaluate the techniques in terms of effectiveness, efficiency, etc. in that situation. Students may be asked to apply UX techniques to analyse a system or to carry out an experiment to gather data (e.g. on the performance of users with different types technology). However, the techniques that students are asked to consider will depend on the staff research interests.

In the critical analysis, students may be given the opportunity to investigate a current issue starting with given seed articles and review relevant research approaches and ethical issues. Students will be encouraged to include relevant areas and articles that are of particular interests to them.

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## **ASSESSMENT METHODS**

This module is assessed through a poster (30%) and a critical analysis (70%).