MODULE **DESCRIPTOR**

MODULE TITLE	USER EXPERIENCE DESIGN (UXD)		
MODULE CODE	TE3800	CREDIT VALUE	20 CREDITS / 10 ECTS
CAMPUS	UCLAN CYPRUS		
SCHOOL	SCHOOL OF SCIENCE		

MODULE **AIMS**

This module aims

- To explain to importance of user experience in the design and use of products and services.
- To explore attitudes, approaches and methods that are used to improve the user experience of multi-platform interactive media.
- To encourage students to place the user experience at the forefront of their thinking when creating systems and software for others to use.
- To develop methods that they can apply in a variety of digital projects

MODULE **CONTENT**

UXD is a collection of methods applied to the process of designing interactive experiences. It encourages the interactive designer to make the quality of the users' experience the prime concern.

In this module students explore the idea that human experience of the modern world is almost entirely influenced by human design. This idea is expanded and applied to the field of interactive design, explaining how designers have adopted roles, built teams and applied a range of approaches to deliver a better user experience. This will be achieved with active research and engagement with the discipline and any appropriate external stakeholders.

Students consider how digital design agencies are successfully applying the UXD approach and then undertake practical work to develop competence in a range of recognised methods and techniques.

Typical topics will include: Stakeholders, User Research, Personas and Scenarios, Visualising and Prototyping, Iterative Design and Testing, Accessibility, Frameworks and Standards, Testing tools and practical techniques.

INTENDED **LEARNING OUTCOMES**

On successful completion of this module a student will be able to:	
1.	Critically assess a range of practical methods for achieving a good user experience in the design of interactive media.
2.	Apply recognised practical methods and approaches to achieve a good user experience in the design of interactive media.
3.	Apply appropriate communication and management skills in the planning and delivery of a UXD project.

TEACHING **METHODS**

Students will read and respond to selected texts, undertake group activities and review technologies and platforms. In the second half of the module students apply methods to a small project of their own choice and submit evidence of the work done for assessment. Assessment focuses on the methodology and approach taken as well as the final outcome. Associated written work and a short presentation are designed to confirm the students' knowledge and understanding of concepts and the context of their practical work.

ASSESSMENT **METHODS**

This module is assessed through a Practical Assignment.