

Course Specification

Course Summary Information		
1	Course Title	MSc User Experience Design
2	Course Code	PT1271
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description
	<p>The MSc User Experience Design course will provide you with in-depth theoretical knowledge and hands-on practical experience in designing, developing, and evaluating digital products across a range of platforms and state-of-the-art technologies. The course places a strong emphasis on the development of professional technical skills that are in high industry demand and will position you well for careers around the field of user experience (UX).</p> <p>The course has been designed to support graduates from a wide range of disciplines (including those with technical and non-technical backgrounds) who wish to specialise in the area of user experience (UX) and Human-Computer Interaction (HCI). The key topics taught on the course include interaction design (techniques for user-centred design), front-end development (using industry standard development environments), visual design (creating interfaces with strong aesthetics), accessibility (methods for supporting inclusive design), and usability testing (collecting and analysing data via user evaluations). You will also have the opportunity to consider and create user experiences for technologies such as virtual and augmented reality, eye gaze tracking, speech interfaces, mid-air gesturing, haptic systems, and brain-computer interfaces.</p> <p>The course philosophy is focused around industry and research-led activities, supported with assignments that are closely aligned to the development of essential knowledge and technical skills used in practice. You will therefore have the opportunity to work closely with academics, researchers, and industry partners on real-world project briefs thus supporting you in developing a strong portfolio of work (which is essential for gaining employment in this field). The course will also provide opportunities to collaborate with academics based in the School of Computing and Digital Technology's Mixed Reality and Human-Computer Interaction research group to work on cutting-edge research projects.</p> <p>Graduates from the User Experience Design course will be well placed for industry roles that are in high demand including front-end developers, user experience designers/developers, information architects, usability consultants and UX researchers, web designers/developers, and interaction designers. The course will also position you well for undertaking further academic study and research through pursuing a PhD degree.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Science User Experience Design	Level 7	180
7b	Exit Awards and Credits Awarded		
	PG Dip User Experience Design	Level 7	120
	PG Cert User Experience Design	Level 7	60

8	Derogation from the University Regulations		
	Not applicable.		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	1 year
	Part Time	City Centre	2 years
			Code(s)
			PT1271
			PT1272

10	Entry Requirements	
	Home:	At the point of application, you must have GCSE at Grade C or above in English language and Mathematics. A first Degree (2:2+) broadly related to User Experience Design (including Computing, Psychology, Art and Design, Mathematics, Engineering, Business/Marketing, etc.), with an interest in the technological/scientific approaches to User Experience Design.
	EU:	As above plus IELTS 6.0 overall with 5.5 minimum in all bands
	International:	As above plus IELTS 6.0 overall with 5.5 minimum in all bands
	Access:	N/A

11	Course Learning Outcomes
	Knowledge and Understanding
1	Critically analyse key concepts, theories, approaches, techniques, and principles related to the design and development of user experiences.
2	Identify and justify the use of different evaluation and analytical approaches to determine the effectiveness of a variety of interactive experiences.
3	Assess emerging trends in the field of user experience and consider their potential for organisational and societal impact.
4	Examine and appraise key ethical, social, and commercial considerations around the design of interactive digital products.
5	Understand and interpret the roles and responsibilities of a professional working in the user experience design profession.
	Skills and Other Attributes
6	Design and create interactive solutions through applying industry standard principles across a range of platforms and technologies.
7	Critically assess the effectiveness of front-end development libraries, platforms, and frameworks commonly used for building interactive experiences.
8	Collect, interpret, and analyse research data (utilising multiple techniques) to evaluate the effectiveness of user experiences and to construct data-driven decisions for future iterative work.
9	Demonstrate leadership and collaborate within multi-disciplinary teams to manage workload, prioritise project activities, complete shared tasks, and produce successful digital outputs.
10	Communicate complex concepts effectively in oral presentations, interactive demonstrations, and written reports through appropriately tailoring descriptions for different target audiences.

12	Course Requirements																								
12a	<p>Level 7</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):</i></p> <table border="1"> <thead> <tr> <th>Module Code</th> <th>Module Name</th> <th>Credit Value</th> </tr> </thead> <tbody> <tr> <td>CMP7215</td> <td>Human-Centred Design</td> <td>20</td> </tr> <tr> <td>CMP7216</td> <td>UX Development</td> <td>20</td> </tr> <tr> <td>CMP7217</td> <td>Visual Interface Design</td> <td>20</td> </tr> <tr> <td>CMP7218</td> <td>Research Methods and Evaluation</td> <td>20</td> </tr> <tr> <td>CMP7219</td> <td>Accessibility and Assistive Technology</td> <td>20</td> </tr> <tr> <td>CMP7220</td> <td>Advanced and Immersive Technologies</td> <td>20</td> </tr> <tr> <td>DIG7200</td> <td>Individual Master's Project</td> <td>60</td> </tr> </tbody> </table>	Module Code	Module Name	Credit Value	CMP7215	Human-Centred Design	20	CMP7216	UX Development	20	CMP7217	Visual Interface Design	20	CMP7218	Research Methods and Evaluation	20	CMP7219	Accessibility and Assistive Technology	20	CMP7220	Advanced and Immersive Technologies	20	DIG7200	Individual Master's Project	60
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12b Structure Diagram
Level 7 – Full Time

SEMESTER 1	SEMESTER 2	SEMESTER 3
Human-Centred Design (20 credits) UX Development (20 credits) Visual Interface Design (20 credits)	Accessibility and Assistive Technology (20 credits) Research Methods and Evaluation (20 credits) Advanced and Immersive Technologies (20 credits)	Individual Master's Project (60 credits)

Level 7 – Part Time

Year 1 - SEMESTER 1	Year 1 - SEMESTER 2	Year 1 – SEMESTER 3
Human-Centred Design (20 credits) Visual Interface Design (20 credits)	Research Methods and Evaluation (20 credits) Accessibility and Assistive Technology (20 credits)	
Year 2 - SEMESTER 1	Year 2 - SEMESTER 2	Year 2 – SEMESTER 3
UX Development (20 credits)	Advanced and Immersive Technologies (20 credits)	Individual Master's Project (60 credits)

13 Overall Student Workload and Balance of Assessment

Level 7

Workload

26% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	288
Private Study	1224
Total Hours	1800

Balance of Assessment

Assessment Mode	Percentage
Coursework	57%
Exam	0
In-Person	43%