

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>Overview</p> <p>This MSc in User Experience Design is designed for graduates from any undergraduate background who want to develop the skills to design innovative, inclusive, and future-focused user experiences across multiple channels and platforms. You will be encouraged to think critically, collaborate inclusively, and push the boundaries of what design can achieve.</p> <p>Through modules in user centred and visual design, front end development, accessibility, research and usability testing, and immersive technologies design, you'll gain a blend of creative, technical, and research-based skills. You will also benefit from the expertise of academics, researchers, and industry professional who bring real-world insights directly into the classroom.</p> <p>What's covered in this course?</p> <p>The course welcomes graduates from both technical and non-technical disciplines who are keen to specialise in User Experience (UX) and Human-Computer Interaction (HCI). Core topics include:</p> <ul style="list-style-type: none"> • Interaction Design – methods and techniques for human-centred design • Front-End Development – using industry-standard environments and frameworks • Visual Design – creating clear, aesthetic, and functional interfaces • Accessibility – applying inclusive design principles across contexts • Research and User Testing – planning, running, and analysing user evaluations • Advanced and Immersive Technologies – exploring UX design for virtual and augmented reality, haptic systems, eye-tracking, and AI-enhanced interaction <p>Increasingly, the course also examines the use and application of AI and how is reshaping design practice. You will encourage to explore how generative AI can support rapid ideation, prototyping, and content creation, while also considering its limits and ethical implications. You will investigate the challenges of AI in UX, including issues of trust, explainability, data privacy, and bias, and learn strategies for building systems that empower rather than exploit users.</p> <p>Our teaching philosophy is rooted in industry and research-led activities, with assignments reflecting real-world challenges and skillsets. You'll collaborate with academics, researchers, and industry partners on live briefs, developing a strong portfolio that demonstrates your ability</p>

	to design for today's needs and tomorrow's possibilities. Opportunities are also available to engage with our Human Computer Interaction Research centre giving you hands-on experience with cutting-edge research.		
7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Master of Science User Experience Design	7	180
7b	Exit Awards and Credits Awarded		
	Postgraduate Certificate User Experience Design	7	60
	Postgraduate Diploma User Experience Design	7	120

8	Variations from the University Academic Regulations
	Not applicable.

9	Delivery Patterns			
Mode(s) of Study		Location(s) of Study	Duration of Study	Code(s)
Full Time		City Centre	1 year	PT1271
Part Time		City Centre	2 years	PT1272
Full Time January 'with Professional Placement'		City Centre (and placement provider)	18 months	PT1356
Full Time September 'with Professional Placement'		City Centre (and placement provider)	18 months	PT1356

10	Entry Requirements	
	Home:	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ .
	EU:	
	International:	
	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><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><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></table> <p>Level 6:</p> <p>In order to qualify for the award of MSc User Experience Design with Professional Placement, a student must successfully complete all of the Level 7 modules listed above as well as the following Level 6 module:</p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PLA6004</td><td>Professional Placement</td><td>60</td></tr></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	Module Code	Module Name	Credit Value	PLA6004	Professional Placement	60
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																													
Module Code	Module Name	Credit Value																													
PLA6004	Professional Placement	60																													

12b Structure Diagram

Level 7 – Full Time

September Entry

Year 1 1st Semester (Sept – Dec)	Human-Centred Design	UX Development	Visual Interface Design
Year 1 2nd Semester (Jan – May)	Accessibility and Assistive Technology	Research Methods and Evaluation	Advanced and Immersive Technologies
Year 1 3rd Semester (May- Sept)	Individual Master's Project (60 credits)		

January Entry

Year 1 1st Semester (Jan - May)	Human-Centred Design	UX Development	Visual Interface Design
Year 1 2nd Semester (June - Sept)	Accessibility and Assistive Technology	Research Methods and Evaluation	Advanced and Immersive Technologies
Year 1 3rd Semester (Sept - Jan)	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)	Research Methods and Evaluation (20 credits)	
Visual Interface Design (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)

Professional Placement - Full-time mode (January intake)

Year 1 1 st Semester (Jan – May)	Human-Centred Design	UX Development	Visual Interface Design
Year 1 2 nd Semester (June - Sept)	Accessibility and Assistive Technology	Research Methods and Evaluation	Advanced and Immersive Technologies
Year 2 1 st Semester (Sept – Jan)	Individual Master's Project (60 credits)		
Year 2 2 nd Semester (Jan - May)	Professional Placement (60 credits)		

Professional Placement - Full-time mode (September intake)

Year 1 1st Semester (Sept - Dec)	Human-Centred Design	UX Development	Visual Interface Design
Year 1 2nd Semester (Jan - May)	Accessibility and Assistive Technology	Research Methods and Evaluation	Advanced and Immersive Technologies
Year 2 1st Semester (May - Sept)	Individual Master's Project (60 credits)		
Year 2 2nd Semester (Sept - Jan)	Professional Placement (60 credits)		

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

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	67%
Exam	0
In-Person	33%