

## Course Specification

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

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Master of Science User Experience Design	7	180
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Postgraduate Certificate User Experience Design	7	60
	Postgraduate Diploma User Experience Design	7	120

<b>8</b>	<b>Derogation from the University Regulations</b>		
	Not applicable.		

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	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

<b>10</b>	<b>Entry Requirements</b>	
	<b>Home:</b>	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.
	<b>EU:</b>	As above plus IELTS 6.0 overall with 5.5 minimum in all bands
	<b>International:</b>	As above plus IELTS 6.0 overall with 5.5 minimum in all bands
	<b>Access:</b>	N/A

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

<b>12</b>	<b>Course Requirements</b>																															
<b>12a</b>	<p><b>Level 7</b></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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">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> <p><b>Level 6:</b>  <b>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:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PLA6004</td> <td>Professional Placement</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	Module Code	Module Name	Credit Value	PLA6004	Professional Placement	60
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**12b Structure Diagram**
**Level 7 – Full Time**
**September Entry**

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

**January Entry**

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

**Level 7 – Part Time**

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

**Professional Placement - Full-time mode (January intake)**

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

**Professional Placement - Full-time mode (September intake)**

<b>Year 1 1<sup>st</sup> Semester (Sept - Dec)</b>	Human-Centred Design	UX Development	Visual Interface Design
<b>Year 1 2<sup>nd</sup> Semester (Jan - May)</b>	Accessibility and Assistive Technology	Research Methods and Evaluation	Advanced and Immersive Technologies
<b>Year 2 1<sup>st</sup> Semester (May - Sept)</b>	Individual Master's Project (60 credits)		
<b>Year 2 2<sup>nd</sup> Semester (Sept - Jan)</b>	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
<b>Total Hours</b>	<b>1800</b>

#### Balance of Assessment

Assessment Mode	Percentage
Coursework	67%
Exam	0
In-Person	33%