

Module specification

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|-----------------------------|------------------------|
| Module Code | COM573 |
| Module Title | User Experience Design |
| Level | 5 |
| Credit value | 20 |
| Faculty | FACE |
| HECoS Code | 100736 |
| Cost Code | GACP |
| Pre-requisite module | N/A |

Programmes in which module to be offered

| Programme title | Core/Optional/Standalone |
|---|---------------------------------|
| BSc (Hons) Software Engineering | Core |
| BSc (Hons) Software Engineering with Industrial Placement | Core |
| BSc (Hons) Computing for Business | Core |
| Stand-alone module aligned to BSc (Hons) Software Engineering for QA and assessment | Option |

Breakdown of module hours

| | |
|---|----------------|
| Learning and teaching hours | 15 hrs |
| Placement tutor support hours | 0 hrs |
| Supervised learning hours e.g. practical classes, workshops | 15 hrs |
| Project supervision hours | 0 hrs |
| Active learning and teaching hours total | 30 hrs |
| Placement hours | 0 hrs |
| Guided independent study hours | 170 hrs |
| Module duration (Total hours) | 200 hrs |

Module aims

This module will explore theoretical knowledge and practical skills in User Experience (UX) design. It will critically analyse and evaluate existing user experiences across various platforms and devices, and foster creativity and innovation in designing user-centred experiences that meet user needs and expectations.

The student will explore emerging trends and technologies in UX design and their impact on user behaviour and interaction, and promote ethical considerations and inclusivity in UX design, ensuring accessibility and diversity are considered.

Module Learning Outcomes

At the end of this module, students will be able to:

| | |
|----------|---|
| 1 | Critically analyse and evaluate existing user experiences, identifying strengths and areas for improvement. |
| 2 | Conduct user research using appropriate qualitative and quantitative methods to inform the design process. |
| 3 | Apply considerations and inclusivity principles to ensure accessible and inclusive user experiences. |
| 4 | Develop a User Experience design portfolio that showcases a range of skills, projects, and accomplishments. |

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

The assessment will integrate the practical and theoretical element of the topic which would develop the student's skills and knowledge. Critical analysis and evaluation of existing user experiences through written reports and/or presentations would then lead to the development of prototypes and wireframes showcasing the design process and iterative improvements of a chosen element.

| Assessment number | Learning Outcomes to be met | Type of assessment | Duration/Word Count | Weighting (%) | Alternative assessment, if applicable |
|-------------------|-----------------------------|--------------------|--------------------------|---------------|---------------------------------------|
| 1 | 1,2,3,4 | Coursework | 4000 Words or Equivalent | 100% | |

Derogations

None

Learning and Teaching Strategies

In line with the Active Learning Framework, this module will be blended digitally with both a VLE and online community. Content will be available for students to access synchronously and asynchronously and may indicatively include first and third-party tutorials and videos,



supporting files, online activities any additional content that supports their learning. As this module progresses, the strategies will change to best support a diverse learning environment. Initially, the module will start with a heavier reliance on engaging tutor-led lectures, demonstrations, and workshops to ensure that the students get the relevant threshold concepts. As the module continues experiential and peer learning strategies will be encouraged as the students' progress with their portfolio work.

Assessment will occur throughout the module to build student confidence and self-efficacy in relation to applying User Experience Design core principles and concepts.

Welsh Elements

This module is designed to support Welsh-speaking students in line with the Welsh Language Standards. While the primary delivery will be in English, students will have the opportunity to submit assessments, including coursework and projects, in Welsh if preferred. Relevant module materials, such as reading lists, key texts, and guidance, will be available bilingually upon request, ensuring accessibility for all students. Additionally, where possible, guest speakers, case studies, or examples may include references to the Welsh business context, especially in areas such as data use in local industries and Welsh public sector organisations.

The department encourages students to develop bilingual digital skills by incorporating Welsh-language datasets, tools, and resources where appropriate, offering an inclusive learning environment. We also support the development of bilingual visualisation techniques, enabling students to create digital outputs that reflect the Welsh language, should they wish to do so.

Indicative Syllabus Outline

Yearly content will be updated to represent the most appropriate content for current industry technologies, but a list of indicative topics could include:

- Introduction to Advanced User Experience Design
- User Research Methods and Techniques
- Design Thinking and Ideation
- Information Architecture and Interaction Design
- Visual Design and Branding in UX
- Accessibility and Inclusive Design
- Mobile and Responsive Design
- Designing for Emerging Technologies
- Usability Testing and User Feedback
- Collaboration and Communication in UX Design



Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

N/A

Other indicative reading:

- D. Banyon, Designing User Experience: A Guide To Hci, Ux and Interaction Design. 4th ed. s.l.:Pearson, 2019.
- A. Dix, J. Finlay, G. D. Abowd & R. Beale, Human-Computer Interaction. 3rd ed. s.l.:Pearson, 2003.
- J. J. Garrett, The Elements of User Experience, User-Centered Design for the Web and Beyond. 2nd ed. s.l.:New Riders PTG, 2011.
- F. E. Ritter, G. D. Baxter & E. F. Churchill, Foundations for Designing User-Centered Systems: What System Designers Need to Know about People. s.l.:Springer, 2014.
- Y. Rogers, H. Sharp & J. Preece, Interaction Design: Beyond Human-Computer Interaction. 6th ed. s.l.:Wiley, 2023.

Administrative Information

| For office use only | |
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| Initial approval date | 08/11/2023 |
| With effect from date | Sept 2026 |
| Date and details of revision | March 26 Addition of BSc (Hons) Computing for Business programme title |
| Version number | 2 |

