Prifysgol Wrecsam
Wrexham University

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

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BSc (Hons) Software Engineering	Core
BSc (Hons) Software Engineering with Industrial Placement	Core
Stand-alone module aligned to BSc (Hons) Software Engineering for QA and assessment	Option

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	15 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	**30** hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	**200** hrs

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Initial approval date	08/11/2023
With effect from date	Sept 2025

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Date and details of revision	
Version number	1

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	Weighting (%)
1	1,2,3,4	Coursework	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.

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.