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| Module Title: | Design Psychology |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 6 |
| Module Delivered In | 2 programme(s) |
| Teaching & Learning Strategies: | Lectures, seminars, demonstrations and research based discussion groups. Analysis of design concepts and production psychology. |
| Module Aim: | Introduce the student to the idea of design psychology and human psychology. Allow the student to understand the role human nature, human factors have in the influence of user through engagement. Allow students to engage with principles of semiotics, communication theory, and understand how these can be applied to create effect and engaging design solutions. |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Understand various mental models, communication models |
| LO2 | Understand the concept of semiotics, visual codes, colour theory |
| LO3 | Develop ability to research design psychology concepts and produce documentation. |
| Pre-requisite learning | |
| Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> | |
| No recommendations listed | |
| Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i> | |
| No requirements listed | |

Module Content & Assessment

Indicative Content

Requirements

Develop skills to understand the requirements of the projects. Through various research methods models understand the client, user, and project requirements and plan how to create and develop these.

Human Needs

Understand what human needs are, how they can be influenced through visual media and how we can achieve a better outcome for design solutions.

Propose, document, present

Enhance skills required to present a design concept, develop and pitch a design project and how to document the process effectively.

Semiotics

Understand what semiotics is and how it can be used to enhance and tailor design solutions to create more engaging and effective interactions. Understand the role of colour theory, and visual codes in society and how we can transfer these into design to create more effective and engaging messages.

Rapid prototyping

Investigate various methods of rapid project development. Taking a concept from thumbnail to prototype quickly through a series of steps. Develop a set of skills need to create a working prototype for client approval, presentation.

Interface Psychology

Understand and investigate the process of mentally mapping user actions on screen, looking at how users interact with an interface, and allow this to influence design thinking.

Assessment Breakdown

| | % |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------|-----------------|
| Project | Project submission - Students will take a number design assets. These may include advertising, games, concept art, or UX/UI elements. The student will deconstruct the elements and present their findings. These finding should be supported by knowledge acquired during the module. The presentation will compromise a digital presentation and a written element | 1,2,3 | 50.00 | Week 15 |
| Presentation | Students will present to the group and tutors a talk regarding their understand of the topic of design psychology. They will choose one area of design psychology covered and present extensive knowledge of this area. Practical examples will be used to support theory, and principles being discussed. These example may consist of any designed elements and should be broken down and chosen to support the presentation. | 1,2,3 | 50.00 | Week 25 |

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

| Workload: Full Time | | |
|----------------------------|--------------------|----------------------------------------|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | 12 Weeks per Stage | 1.00 |
| Practicals | 12 Weeks per Stage | 2.00 |
| Estimated Learner Hours | 15 Weeks per Stage | 5.93 |
| Total Hours | | 125.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|--------------------------------------------------------------------------------------------------|----------|-----------|
| CW_KCIAD_B | Bachelor of Science (Honours) in Computing in Interactive Digital Art and Design | 4 | Mandatory |
| CW_KCIAD_D | Bachelor of Science in Computing in Interactive Digital Art and Design | 4 | Mandatory |