

Module Title:	User Interface and Experience Design
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	Lecture, tutorials, practicals. The strategy will primarily be to deliver the content through learning by doing, using individual, group work, analysis and comparison of visual media.
Module Aim:	To introduce the student to the area of interface design and user experience. Learn design principles and how they are applied to interface design. Understand the nature of user centered design and how the user journey influences and guides the process.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Evaluate design principles and how they integrate, define and guide interface design, and user experience.
LO2	Engage in an iterative and user centered approach to research and analysis of data and information.
LO3	Evaluate research findings and synthesis into effective user journey and effective interface.
LO4	Identify and evaluate how users interact with various digital interfaces. Document and analyse user journeys and how its is affected by the interface, journey and purpose.
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

User Experience

Define the role of user experience in the process of UX/UI design. Engage in a user focused process that allows for both the user and technology to drive innovation.

Design Principles

Use design principles to guide interface design. Engage in an iterative process that is reflective and user focused.

User Centered Design

Develop a design process that is centered around the needs and objectives of the user.

Prototyping

Employ various methods of prototyping to create effect models that allow for evaluation and iterative design.

Research

Use a user focused research approach to gain valuable data regarding user interactions, journey and needs.

Visualisation

Synthesis research, prototypes, and design into effective interfaces that allow effective user experience and engagement

Assessment Breakdown

%

Project

100.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Create a user journey and low fidelity prototype of a user interface	1,2,3	40.00	Week 5
Project	Create a user journey map and high fidelity assets for a digital asset.	2,3,4	60.00	Sem 1 End

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	1.50
Studio Based Learning	12 Weeks per Stage	1.50
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	1.50
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		107.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	Bachelor of Art (Honours) in Visual Communications and Design	5	Mandatory
CW_HWVCD_D	Bachelor of Arts in Visual Communications and Design	5	Mandatory
CW_BWBUS_B	Bachelor of Business (Honours) Options: in Business or Digital Marketing	7	Group Elective 3