

Unit Title	Exploring Experience
FHEQ Level	Level 4
Unit Code	USE18104
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	120
Supervised access to resources		Preparation for Assessment	30
		Unsupervised Access to Resources	60
Total			300

Unit Description

In this unit, you will gain an insight into the practices and processes of User Experience and its relation to contemporary creative field and industry. Problems and opportunities will be identified in relation to specific audiences or users. (Originate Principle)

Students will learn and explore User Experience specific research methodologies, including user and behaviour research and basic ethnographic techniques. (Cultivate Principle)

Concepts and solutions will be developed through iterative design processes, and prototyping in physical and digital forms appropriate to the final deliverables. User testing plays a key role in driving iterative development and creating successful outcomes. (Integrate Principle)

You will gain a solid foundation in User Experience methods and processes through application of acquired knowledge and skills, in combination with learning from *Design, Systems, and Process*, and *Code, Figures, and Visuals*, to give form to ideas and create prototypes. (Originate Principle)

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- User Experience and the creative industry
- User research techniques
- Physical and digital prototyping techniques
- User testing and iterative design principles
- Presentation and pitching techniques

Unit Aims

To understand context of UX in the context of the creative industry

To gain knowledge of the fundamental principles of User Experience and user research techniques

To develop skills in prototyping processes and software for iterative design

To become familiar with user testing and its importance in developing solutions

To develop ideas in relation to an audience and problem/opportunity space

Unit Learning Outcomes

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 8 Professional Identity

Evidence an emerging personal creative and professional identity.

Related Principle: CULTIVATE

Learning and Teaching Methods

Briefings

Lectures

Project work

Seminars

Workshops

Group work

Online activity

Individual Presentations and critiques

Self-directed independent study

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Portfolio of work with supporting physical and digital material detailing project research, process and development.	Unit assessed holistically (100% of unit)

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Demonstrate an understanding of user experience in the context of the creative industry (L02, L08)
- Demonstrate knowledge of fundamental principles of user experience and user research techniques (L02, L03)
- Show skills in prototyping and iterative software design (L03)
- Demonstrate familiarity with user testing and an understanding of its importance in developing solutions (L02, L03)
- Evidence ideas developed in relation to an audience and problem/opportunity space (L03, L08)

Essential Reading list

1. Ambrose, Gavin (2010) *Basics Design 08: Design Thinking*, London: AVA
2. Antonelli, Paola (2011) *Talk to Me: Design and the Communication Between People and Objects*, New York: MoMA
3. Cooper, Alan (2014) *About Face: The Essentials of Interaction Design*, Indianapolis: John Wiley & Sons
4. Russ, Unger (2012) *A Project Guide to UX Design: For User Experience Designers in the Field or in the Making*, Berkeley CA: New Riders
5. Tomitsch, Martin (2018) *Design, Think, Make, Break, Repeat: A Handbook of Methods*, Amsterdam: BIS
6. Weinschenk, Susan (2011) *100 Things Every Designer Needs to Know About People*, Berkeley: New Riders