

Unit Title	Extending Experience
FHEQ Level	Level 5
Unit Code	USE18203
Credit Value	30
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	75	Independent Study	120
Supervised access to resources		Preparation for Assessment	65
		Unsupervised Access to Resources	40
Total			300

Unit Description

This unit advances the learning from *Exploring Experience* in conjunction with application of knowledge from *Concepts of Interaction* to increase students' knowledge and experience around user-centred design with a focus on digital products, service design and creating valued outcomes. (Originate Principle)

This unit introduces and examines higher level user research and ethnographic methodologies. User testing will be more thorough and focused, and where required functional prototypes will be more comprehensive and capable, existing across a range of platforms as defined in answering a brief. Problem-space analysis, data and ethnographic user research, behavioural and psychological insight, alongside iterative and agile working processes play a key part in driving the project to a successful outcome. (Cultivate Principle)

This unit encourages collaborative and embedded research practice and offers the opportunity to develop digitally connected and data-driven products, engage with entrepreneurship, and increase awareness around designing for change, social impact, and the positive potential of design. (Integrate 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-centred design and service design fundamentals

- Advanced ethnographic tools and research methodologies
- Utilising code and data for creating functional prototypes
- Collaborative practice
- Entrepreneurism
- Design for change and the social impact of design

Unit Aims

To improve the understanding and application of core principles of user-centred design

To examine what service design is and its role across different industry sectors

To gain advanced skills in user research and ethnographic methodologies

To apply design and code skills in creating functional prototypes

To become aware of entrepreneurial potential of design practice in the context of service and product creation

To become aware of collaborative practice and methods of working in teams

To design outcomes for positive social impact and change

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 7 Employability

Demonstrate professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

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.

- Show an understanding of the core principles of user-centred design (LO1, LO3)
- Show an understanding of service design and its role across different industry sectors (LO1, LO3)
- Evidence advanced skills in user research and ethnographic methodologies (LO1, LO3, LO7)
- Show design and code skills in creating functional prototypes (LO3, LO7)
- Show awareness of entrepreneurial and collaborative potential of design practice in the context of service and product design (LO1, LO7)
- Show designed outcomes for positive social impact and change (LO1, LO3)

Essential Reading list

1. Brown, Tim (2009) *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, New York: Harper Business
2. Ehn, Pelle (2014) *Making Futures: Marginal Notes on Innovation, Design, and Democracy*, Cambridge, MA: MIT Press
3. Polaine, Andy (2013) *Service Design: From Insight to Implementation*, New York: Rosenfeld Media
4. Ries, Eric (2011) *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*, London: Portfolio Penguin
5. Steffen, Alex (ed) (2006) *Worldchanging: A User's Guide for the 21st Century*, New York: Abrams
6. Stickdorn, Marc (2011) *This is Service Design Thinking: Basics, Tools, Cases*, Amsterdam: BIS
7. The Politics of Design: A (Not So) Global Design Manual for Visual Communication, R Pater