

BA (HONS) USER-EXPERIENCE AND USER-INTERFACE (UX/UI) DESIGN

Institute of Arts

UCAS Code:	W290	
Awarding Body:	University of Cumbria	
Delivery Site:	Brampton Road Campus, Carlisle	
Programme Length:	Standard registration period (full time) - 3 years Maximum registration period - 7 years	
Mode of Delivery:	Face to Face	
Pattern of Delivery:	Full time	
	Total weeks of study:	24 weeks
	Delivery pattern:	2 x 12 week semesters
	Standard semester dates:	Yes
Placement:	Not applicable	
PSRB:	Not applicable	
Programme Webpage:	https://www.cumbria.ac.uk/study/courses/undergraduate/user-experience-and-user-interface-uxui-design/	

Entry Criteria

The University's standard criteria for admissions apply. Please refer to the [Applicant Information](#) pages of the University website for more information. For [APL](#), please refer to the University website. Detailed criteria for admission to this programme can be found on the programme webpage.

PROGRAMME AIMS AND OUTCOMES

Programme Aims

By the end of this programme learners will be able to:

1. Develop creative independent judgement, initiative, innovation, and flexibility with a responsible awareness of the social, cultural, and ethical contributions of your work.
2. Exercise initiative and judgement in planning, problem-solving, and decision-making in professional practice and/or scholarship
3. Understand the role of research and strategy in creating successful user experiences.
4. Critically evaluate and apply research methodology relevant to the field of UX/UI Design
5. Develop a strong understanding of the principles of effective UX/UI Design, such as user research, user testing, interaction design, visual design, information architecture, usability, wireframing, prototyping, content strategy, accessibility, mobile design, user interface design, user experience design, user journeys, user stories, and A/B testing
6. Develop strategic and creative approaches to UX/UI Design projects, demonstrating knowledge of developing innovative and imaginative digital solutions
7. Make appropriate use of developing technologies and develop digital capabilities to communicate
8. Work independently and collaboratively in a team environment
9. Measure the success of a UX/UI Design project and identify trends in the UX/UI Design industry.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

K1. Your understanding of the creative process and imagination in designing, developing, producing, and presenting UX/UI Design artifacts

K2. Knowledge of visual communication theory – message, tone of voice, artefact

K3. Knowledge of the historical contexts that have influenced the development of UX/UI Design

After 240 credits of study (DipHE) you will be able to demonstrate:

K4. Knowledge of the ethical, legal and moral contexts and frameworks that apply to UX/UI Design projects

K5. A critical appreciation of the roles of user, stakeholders and UX/UI professionals in the design process is essential for successful UX/UI Design

K6. Knowledge of the social, political, and technological contexts that have influenced the development of UX/UI Design professional practices

K7. Knowledge of strategic and creative approaches to UX/UI Design projects, with the use of a variety of media including the internet and mobile devices, demonstrating an understanding of developing innovative and imaginative digital solutions

K8. Knowledge of the principles, behaviour, and dynamics of teamwork in UX/UI Design is essential for successful outcomes

After 300 credits of study (BA) you will be able to demonstrate:

K9. Your understanding of the principles and practice of problem identification and project management

K10. Knowledge of a variety of sources for research and the conventions and formats for presentation of academic research

K11. Knowledge of a range of methods and technical skills to present UX/UI Design work to the client and others involved in the development and production process

After 360 credits of study (BA Hons) you will be able to demonstrate:

K12. An autonomous, creative and professional approach to UX/UI Design projects can lead to a successful user experience

K13. Autonomous critical evaluation skills in the resolution of creative work

K14. Critical interpersonal skills, professional team working practitioners with analytical and contextual reflective abilities

Programme Outcomes – Skills and other Attributes

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

S1. An aptitude for responding to UX/UI Design challenges through visualisation, experimentation and evaluation

S2. Development of effective personal organisation, time management and self-directed learning

S3. Research capabilities, including the presentation of findings in written, verbal and visual formats

After 240 credits of study (DipHE) you will be able to demonstrate:

- S4.** Creative and systematic problem-solving skills, utilising an individual visual voice
- S5.** Proficiency in verbal, visual and written communication with those involved in design and production
- S6.** Developing proficiency in verbal, visual, written presentation collaboration and social engagement
- S7.** Increasing independence in research and sustained enquiry

After 300 credits of study (BA) you will be able to demonstrate:

- S8.** A thorough understanding of production processes and their influence on UX/UI Design solutions and projects
- S9.** Independent research capabilities and the ability to formulate a User-Experience and User-Interface UX/XUI Design solutions
- S10.** Fluency in a range of industry-standard design software packages
- S11.** A critical understanding of technologies for UX/UI Design solutions responsiveness to aesthetics.
- S12.** Self-reflection and evaluation of practice

After 360 credits of study (BA Hons) you will be able to demonstrate:

- S13.** Systematic and strategic thinking, with the capacity to reflect critically and analytically on your own work
- S14.** The ability to work independently in formulating and resolving UX/UI Design solutions
- S15.** Confidence in experimentation with and challenge of conventions of form, function and communication UX/UI Design solutions and projects
- S16.** Application of subject-specific, cognitive and transferable skills and problem-solving strategies to a range of situations
- S17.** Confidence in evaluating and reflecting on your own practice, exhibiting initiative and originality in production, research and communication.

PROGRAMME FEATURES

Programme Overview

The University of Cumbria's BA(Hons) User-Experience and User-Interface (UX/UI) Design programme will offer you the opportunity to study a range of topics, from the creative application of UX/UI Design to the development of practical approaches to design and user-centred research. You will be able to develop your understanding of the role UX/UI Design plays in creating user-friendly digital products and services and learn how to apply research and evaluation in your UX/UI Design projects.

If you are looking to hone your UX/UI Design skills and gain knowledge in the creative field, then studying at the University of Cumbria is the perfect choice. You will learn how to create user-friendly digital products or services, as well as how to enhance the user experience of existing products. The programme also fosters critical thinking and research skills, equipping you with the tools to apply research and evaluation to your UX/UI Design projects. You will have access to a variety of resources, such as 3D workshops, digital and analogue photography, and user AV Resources, to help you make the most of your studies. The University of Cumbria also encourages collaboration, reflecting the professional environment and providing you with invaluable experience. Additionally, there is a long-standing tradition of professionally relevant guest speakers within the Institute of Arts, helping to bridge the gap between the academic and professional worlds. Finally, the commitment to Work Integrated Learning (WIL) ensures that every aspect of the learning undertaken connects you to your future career and your aspirations.

Level 4

You will learn to think strategically, and to explore and research the principles of UX/UI Design design. You will develop an understanding of how to manipulate the elements of design and how to apply them to create effective user experiences. You will gain an understanding of the language of UX/UI Design and learn how to use it to create persuasive user experiences. You will also learn to use digital tools to create and develop UX/UI Design solutions.

Level 4 is designed to help you identify and analyse the key elements of UX/UI design and develop a solid understanding of the principles of UX/UI Design. You will be able to use your knowledge to create effective user experiences, and to understand the language of UX/UI Design and how to use it to create persuasive user experiences. A developing understanding of digital tools will give you the skills to create and develop UX/UI Design solutions. Upon successful completion of Level 4 you will have an increased ability to analyse and evaluate UX/UI Design solutions and develop strategies to ensure they are effective.

Level 5

The Level 5 modules will allow you to explore the broader aspects of the UX/UI Design industry, with the aim of developing a greater understanding of the context in which the industry operates. This includes the exploration of both the legal and ethical aspects of the industry. This will be further developed through the critical evaluation of UX/UI Design projects and how they are created and delivered. Exploring the role of the UX/UI designer and its relationship with clients, as well as the importance of research in the creative process, will give you the opportunity to develop your own portfolio of work, to demonstrate your understanding and application of the knowledge and skills gained during the programme.

Level 6

At Level 6 you can further enhance your knowledge by working on your own briefs, managing projects, leading teams, networking and presenting yourself to employers. This level will provide you with ample opportunities to develop expertise in a variety of UX/UI Design areas, such as user research, user testing, interaction design, visual design, information architecture, usability, wireframing, prototyping, content strategy, accessibility, mobile design, user interface design, user experience design, user journeys, user stories, and A/B testing. Furthermore, you will have the chance to explore the latest industry trends, including artificial intelligence, virtual reality, and augmented reality.

The assessment for Level 6 involves creating and presenting a portfolio of work that showcases your ability to develop, create, and present creative UX/UI Design projects. The assessment will evaluate your understanding of communication theory and your ability to apply this knowledge to a range of projects. You will be expected to reflect on your creative journey and demonstrate the skills and knowledge acquired during your studies. Upon successful completion of Level 6, you will possess the skills and knowledge required to pursue a career in UX/UI Design and related fields, as well as the confidence to undertake independent projects or pursue further studies.

Learning and Teaching

Teaching

At Level 4 you typically have around 14 hours Face to Face contact hours per week, typically consisting of:

- 10 hours of lectures
- 2 hours of seminars
- 2 hour(s) of personal tutoring

At Levels 5 and 6 the typical 10 hours Face to Face contact hours per week, typically consisting of:

- 8 hours of lectures
- 2 hours of seminars
- 2 hour(s) of personal tutoring

A wide range of learning, teaching and assessment methods are used in order to develop work related skills:

- **Lectures:** involve the use of media as support and taking notes, asking questions, and contributing to group discussions
- **Tutorials:** provide individually tailored feedback in one-to-one or small group settings. Advanced feedback for more involved and technical aspects will be provided as the programme progresses
- Seminars, Presentations and Discussions: require research and background reading to explore issues in greater depth with both tutor and student-led formats
- **Crits:** centrally involve a small group of students and up to two members of staff to discuss the effectiveness of a project and its presentation
- **Practical Workshop Sessions:** provide opportunity to develop specialist technical skills and knowledge with tutor-led studio workshop demonstrations
- **Problem Based Learning:** involves thorough research, synthesising information and developing and presenting a range of appropriate visual responses
- **Group Work:** important for sharing ideas and developing a cohesive team, as well as developing problem-solving skills
- **Projects:** vehicle to develop design knowledge and expertise, evaluations of which form the professional portfolio of work at the end of the programme
- **Portfolio:** presentation of body of visual design work presented in a designer's portfolio case
- **Written Work:** central to degree programme, with emphasis on clarity of style and argument as well as presentation
- **Self-Directed Study:** extension of formal aspects of the programme, requiring application for lasting and valuable progress
- **E-Learning and Blackboard:** access to project briefs, timetables, lecture notes, and module assessments and feedback
- **Work Integrated Learning (WIL):** combines academic study with practical, on-the-job experience, bridging the gap between academic theory and professional practice.
- **Networking:** Developing strong professional networks is essential for success in the creative advertising industry. Participating in industry events, joining professional

organisations and leveraging social media can help you develop relationships and expand your network of contacts.

- **Digital Literacy:** A strong understanding of digital media and technologies is essential for success in the advertising industry. You must be able to use a variety of digital tools and platforms to create effective campaigns.

Independent Learning

When not attending scheduled learning activities you will be expected to continue learning independently through self-study. This will typically involve time inside the design studio, library, AV and photographic resource and collaborating with peers. You should expect to spend around 38 hours a week involved self-guided learning activities.

You will also be encouraged to participate in extracurricular activities such as field trips, workshops and guest lectures. These activities will help to broaden your knowledge and understanding of the subject and provide you with the opportunity to network with industry professionals. Self-study activities may include:

- Researching and exploring key concepts and techniques that relate to User-Experience and User-Interface (UX/UI) Design
- Practicing key skills and techniques
- Developing and refining UX/UI Design projects and solutions
- Working on assignments and projects
- Creating and refining portfolios
- Participating in online forums and discussion groups
- Reading campaign-related books and articles
- Attending related events and conferences
- Networking with other industry professionals
- Exploring new technologies and software

Teaching Staff

The teaching staff have experience in a range of areas, including UX/UI Design, user research, usability testing, information architecture, and interaction design. Individuals with first-hand experience inside leading UX/UI Design design agencies, technology companies, and roles that include product and service design with international firms. They also have experience in teaching, research, and industry-based projects. This allows the teaching staff to provide you with a comprehensive understanding of the UX/UI Design industry, as well as the skills they need to become successful in it.

Assessment

Assessment

Assignments will be typically project and portfolio focused reflecting the nature of the discipline. This approach encourages creativity, hard work, and dedication. You will be expected to respond with creative ideas and solutions to help clients' briefs reach their user experience goals. You will need to be able to think outside the box and come up with creative solutions to complex problems. You will demonstrate your ability to work well with others, as you will often be collaborating with other creative peers. This will help emulate the fast-paced, demanding job, but it will also highlight the rewarding experience of when you see your work come to life.

This approach is set for both individual and team-focused tasks, typical scenarios within assignments in a BA(Hons) User Experience are:

1. Conduct user research and develop personas
2. Design and conduct user testing
3. Design an interactive interface
4. Develop a visual design language
5. Construct an information architecture
6. Measure usability of a product
7. Create wireframes for a website
8. Develop a prototype for a product
9. Create a content strategy plan
10. Implement accessibility standards
11. Design a mobile app interface
12. Design a user interface
13. Develop a user experience

The variety of activities above will allow you to develop and refine key skills and knowledge related to UX/UI Design, such as critical awareness and adaptability. Through the exploration and development of different scenarios, you will be able to gradually advance your abilities, while some activities will be tailored to specific levels, certain scenarios will be repeated to give you the opportunity to hone your skills and increase your proficiency. This will allow you to become more adept at recognising and employing key practices and activities across all UX/UI Design projects.

Feedback

The range of learning teaching and assessment methods used enables different aspects of your learning to be developed and tested. As well as testing what you know and can do at the end of a module (summative assessment) you will receive regular advice and guidance while your work is in

progress (formative feedback) through one-to-one, peer-to-peer and group tutorials where you will have the opportunity to discuss and develop strategies to develop your work. This will enable you to develop and refine the work as it is being produced with the structured guidance required to achieve the best possible results.

The University of Cumbria's Learning, Teaching and Assessment Strategy sets out clear aspirations and commitments for to you as a students. Cumbria graduates are enquiring and self-reliant, confident and capable, professionally ready, responsible individuals that are ambitious and proud. These attributes are practiced on every year of study as we support you in your studies. You will find your place in learning environments that will both support and challenge you, explore ideas in and around your discipline, enabling you to grow and develop to become adaptable and reliable agents in the field of creative design and technologies.

Graduate Prospects

Overall, your career prospects for a BA (Hons) graduate with a degree in User-Experience and User-Interface (UX/UI) Design are excellent. With the increasing demand for UX/UI designers in the UK and Europe, and the potential to earn a competitive salary, UX/UI design is an attractive career path for graduates. As a graduate you will have developed a range of transferable skills, such as problem-solving, critical thinking, communication, and teamwork. You will also have gained an understanding of user experience design principles, and the ability to create user-friendly interfaces. Additionally, you will have developed technical skills, such as coding, graphic design, and web development. Finally, you will have gained an understanding of digital marketing strategies, such as search engine optimization (SEO) and pay-per-click (PPC) campaigns, email marketing, and social media campaigns.

As a graduate you will have developed a range of transferable skills through your degree, such as research, design, coding, and communication. These skills can be applied to a range of roles within the User-Experience and User-Interface (UX/UI) Design industry. UX/UI designers are employed in a wide range of industries, including technology, finance, education, healthcare and retail. Additionally, as a graduate you may choose to pursue further study, such as a Masters, or a professional qualification in Digital Marketing.

MODULES

Year 1			
Code	Title	Credits	Status
VCOM4000	Introducing Visual Communication	40	Compulsory
UCIA4030	Cultural Contexts	20	Compulsory
UCIA4020	Collaborative Practice	20	Compulsory
WBUX4001	Introduction to UX Design	20	Compulsory
WBUX4002	Digital Skills and Technologies for the Web	20	Compulsory
Students exiting at this point with 120 credits would receive a CertHE User-Experience and User-Interface (UX/UI) Design			

Year 2			
Code	Title	Credits	Status
WBUX5001	The Digital Studio	20	Compulsory
WBUX5002	User Experience in a Connected World	20	Compulsory
WBUX5003	Competition Response	20	Compulsory
WBUX5004	User Behaviour and Interactive data visualization	20	Compulsory
WBUX5005	UX Studio Project	40	Compulsory
Students exiting at this point with 240 credits would receive a DipHE User-Experience and User-Interface (UX/UI) Design			

Year 3			
Code	Title	Credits	Status

WBUX6001	Collaborative Response	40	Compulsory
ARTD6000	Independent Research Paper	20	Compulsory
Students exiting at this point with 300 credits would receive an BA User-Experience and User-Interface (UX/UI) Design			
WBUX6000	Final Major Project	60	Compulsory
Students exiting at this point with 360 credits would receive a BA (Hons) User-Experience and User-Interface (UX/UI) Design			

Key to Module Statuses

Compulsory modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).
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Timetables

Timetables are normally available August, in advance of the academic year. Please note that while we make every effort to ensure timetables are as student-friendly as possible, scheduled learning can take place on any day of the week.

ADDITIONAL INFORMATION

Student Support

The [Student Enquiry Point](#) is a simple way to contact Student Services. Using the Student Enquiry Point tile on the Student Hub you can submit an enquiry to any of the Student Services teams, which includes:

- [Careers and Employability](#)
- [Chaplaincy](#) for faith and spiritual wellbeing
- [Mental Health and Wellbeing](#)
- [Digital Skills](#)
- [Disability and Specific Learning Difficulty \(SpLD\)](#)
- [International Student Support](#)
- [Library](#)
- [Money Matters](#)
- [Safeguarding](#)
- [Skills@Cumbria](#)
- [Sports and Fitness Facilities](#)
- [University Student Accommodation](#)

As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University.

The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me.

You can email at any time on studentvoice@cumbria.ac.uk.

Course Costs

Tuition Fees

Course fees can be found at <https://www.cumbria.ac.uk/study/courses/undergraduate/user-experience-and-user-interface-uxui-design/>

The following course-related costs are included in the fees:

Books and Journals

Most core text books are available via the University's library, however, you may wish to buy copies of any texts used to support your learning during your studies. This could cost between £50 - £100 per year. Please note that books are reviewed annually and are therefore subject to change, course welcome information will provide you with an indicative list for the year.

Stationery:

You should budget for stationery and consumables for your own personal use. This should include notebooks, pens and pencils for taking notes in class and/or in the field. You should also budget for the purchase of external HD drives, as well as occasional printing and photocopying costs incurred in the preparation or submission of coursework. Whilst you will choose how much you need, expect to pay around £60 - £80 per year for these items.

Additional Costs:

Additional costs may also be applicable to cover field trips, membership fees etc. Although such features are usually 'optional' extras within the programme, this is likely to cost around £50-£60.

Exceptions to the Academic Regulations

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

External and Internal Benchmarks

Subject Benchmark Statement Art and Design (2019): https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16

Computing (2022): https://www.qaa.ac.uk/docs/qaa/sbs/sbs-computing-22.pdf?sfvrsn=ebb3dc81_2

Creative Industries Council: <https://www.thecreativeindustries.co.uk>

Creative UK: <https://www.wearecreative.uk>

Internal reference points include:

- [UoC Strategic Plan](#)
- [UoC Learning, Teaching and Assessment Strategy](#)
- [UoC Academic Regulations and Academic Procedures and Processes](#)

Disclaimer

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage:

<https://www.cumbria.ac.uk/study/courses/undergraduate/user-experience-and-user-interface-uxui-design/>