

## MODULE DESCRIPTOR

### Module Title

Digital Media And User Experience

Reference	CB3162	Version	2
Created	February 2024	SCQF Level	SCQF 9
Approved	June 2021	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

### Aims of Module

To enable students to take responsibility for the key stages of client-centred digital media project, applying user experience principles.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Evaluate the digital media design process in practice
- 2 Analyse the full range of a client's user experience and user interface requirements
- 3 Articulate and implement a creative solution to a client's requirements
- 4 Produce high quality industry standard digital media deliverables

### Indicative Module Content

This module covers skills and knowledge required to define, design and produce effective client-centred digital media using industry standard design software. Module content includes the design process, audience research, prototyping, user experience, user interface design and proposal writing. It engages with UNESCO's Education for Sustainable Development Systems Thinking, Strategic and Integrated Problem Solving competencies with students engaging with a specific problem and developing a considered, strategic, UX solution.

### Module Delivery

The module is delivered by a combination of lectures and lab tutorials. In addition, students will be directed to work independently through a series of online exercises.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	22	N/A
Non-Contact Hours	128	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Portfolio Assessment				

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

**INDICATIVE BIBLIOGRAPHY**

- 1 KRUG, S., 2014. Don't make me think, revisited: a common sense approach to web usability. Berkley: New Riders.
- 2 MENDOSA, A., 2014. Mobile user experience: patterns to make sense of it all. Amsterdam: Elsevier.
- 3 NORMAN, D., 2013. The design of everyday things. New York: Basic Books.
- 4 STULL, E., 2018. UX Fundamentals for Non-UX Professionals: User Experience Principles for Managers, Writers, Designers and Developers. Berkely, CA: Apress L.P.
- 5 WILLIAMS, R., 2015. The non-designer's design book: design and typographic principles for the visual novice. 4th ed. San Francisco, California: Peachpit Press.