Programme Specification

MSc Experience Design

School: School of Art, Design & Computer Science
Entry from: 2018/19 in: September
Awarding institution: York St John University
Teaching institution: York St John University
Delivery location: London
Programme/s accredited by: Not applicable
Exit awards: Postgraduate Certificate Design
Postgraduate Diploma Design
UCAS code / GTTR / other: Not applicable
Joint Honours combinations: Not applicable
QAA benchmark group(s): Art and Design (February 2017)
Master's degree characteristics (September 2015)
Mode/s of study: Full-time for 1 year
Part-time for 2 years
Language of study: English
Study abroad opportunities: No

Introduction and special features

The MSc Experience Design is a unique and exciting new programme that incorporates a broad range of specialisms in the emergent fields of digital experience design, service design and the design of experiences.

Our world is made of services. New tools are needed to facilitate connections across this space; not only to create memorable and valuable experiences for customers, clients and communities but also to champion socially responsible ways of working and being in the world with others.

The programme is tailored to the needs of students who want to expand their skill set beyond their specialist discipline. It draws on a range of 21st Century design thinking and practices to enable you to respond to the demands of a diverse array of contemporary contexts. You will develop the skills needed to conceptualise, communicate and deliver design-led creative strategies and solutions including retail, social media, business, computing and, of course, design.

The aim of this course is to equip you with design thinking, practice and technology know-how that is necessary for a range of careers. At its core is a consideration of user experience; its possibilities via cutting-edge digital formats and technologies (big screens, tablets, smartphones, VR/AR or multi-modal games consoles), current industry trends (multi-channel services, digital lifestyles), and contemporary theory. Once this foundation has been established the course will encourage you to explore at least one of these new areas of specialist practice in depth.

The course combines technical, conceptual and strategic approaches with design research methodologies and communication approaches that enable designers to actively participate in critical and strategic decision making rather than simply follow a design brief.
**Why study MSc Experience Design?**

This programme will enable you to broaden and then understand, refine and develop your own practice within the subject of experience design. You will rigorously investigate and question your field of study in order to reflect upon and improve your own design methodology, approaches, stratagems and communication skills.

You will study the latest developments and thinking in digital and new technologies, events, publishing, identity, the internet and all areas of contemporary practice in experience design. You can select and customise your own skills package from a suite of modules. Software and digital skills are primarily delivered by online learning packages and supplemented by support from specialists. Students are encouraged to explore a wide range of media and to mix and match more traditional methods of making with digital and interactive elements.

**Admissions criteria**

You must meet the University's general entry criteria for postgraduate study.

- Non-traditional entrants, who may have a successful professional career but may not have UG qualifications will be interviewed, either in person or online.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see [https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/](https://www.yorksj.ac.uk/international/how-to-apply/english-language-requirements/)).

If you do not have traditional qualifications, you may be eligible for entry on the basis of Accredited Prior (Experiential) Learning (APL/APEL). We also consider applications for entry with advanced standing.

This MSc Experience Design focuses on the experience of the user across a broad range of platforms and contexts. The aim is to produce designers who understand design within a theoretical and commercial context, social and cultural groups, national and international opportunities. Its emphasis is on practical design, supported by theoretical components and the application of clear research methodologies.

As a student you will develop a deeper knowledge of experience design that will enable you to cultivate appropriate methodologies and formulate propositions. You will explore the ways in which an experience can be developed for a customer, a client or a community. You will consider how experience design is put into practice and can be developed and how it is enacted, how that methodologies can guide and improve the specific experience of an individual, group or community and how well designed experiences can improve the productivity, profitability, impact and success of organisations.

The **Programme aims to:**

1. Develop the necessary design and technical skills to understand, interpret and design digital and real life experiences.

2. Provide multiple opportunities to study digital and service design techniques for diverse markets and cultures.

3. Provide students with industry-focused experience and practice and industry in-course talks/lectures and workshops.

4. Provide a framework for academic discussion, personal practice and personal development, allowing you to engage with problems and insights at the forefront of experience design.
5. Develop a critical, analytical, systematic and comprehensive knowledge and understanding of experience design practice and to study the theoretical, ethical and professional contexts in which your practice is situated.

6. Equip you with the knowledge, abilities and methods – creative, conceptual, theoretical, analytical, technical and organisational – that enable you to propose, research, develop and complete a self-directed practice-led project.

Programme learning outcomes
Upon successful completion of the programme you will be able to:

7.1 Demonstrate a critically informed knowledge and understanding of ethical considerations and the social impact of particular relevance to their specialist focus within Experience Design.

7.2 Demonstrate awareness and understanding of the competing critical and theoretical research and methodological models associated with the breadth of specialisms in Experience Design.

7.3 Express in a sustained critical and reflective manner, an understanding of their chosen field of enquiry.

7.4 Reflect upon, critically evaluate, refine and demonstrate creativity, imagination and innovation in their design practice.

7.5 Discern critically appropriate visual, physical, digital and novel tools to facilitate their specialist focus within Experience Design.

7.6 Demonstrate originality and self-direction in problem-solving, and act autonomously in planning and implementing tasks in a professional/industry context.

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<tr>
<th>Code</th>
<th>Level</th>
<th>Semester</th>
<th>Title</th>
<th>Credits</th>
<th>Status of Module*</th>
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<td>Introduction to Digital and Experience Design</td>
<td>15</td>
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*C: Compulsory, CA: Compulsory for award, O: option or E: elective.

Learning, teaching and assessment
The teaching methodology for the British School of Design is informed by an in depth knowledge of design pedagogy and it incorporates a broad range of good practices.

Design is understood by us as a practice-based discipline which also reflects upon itself and we believe that this is true regardless of whether students of Design have a visual practice. We want
you to understand the interactive relationship between media and processes, between ideas and issues, and between designer and consumer with attention to critical and contextual discourse.

The programme has been designed to meet the needs of both students who have just finished undergraduate programmes in the UK/EU and International and returners to learning.

You will be exposed to a range of teaching and learning strategies across the modules. These will include workshop and studio sessions, seminar discussions, supervised projects, design sprints, professional experiences and project work.

Formative assessment will be employed throughout the programme through a range of tasks, projects and presentations. Summative assessment will take a variety of forms including presentations of visual works, reports and case studies.

**Progression and graduation requirements**

The University’s **general regulations for** postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section.

Internal and external reference points

This programme specification was formulated with reference to:

- University Mission Statement [see page two]
- Strategic Plan 2015-20 [see page four]
- QAA subject benchmark statement
- Framework for Higher Education Qualifications

Date written / revised: click here to enter a date

Programme originally approved: click here to enter a date