

Programme Specification

Award and title: BA (Hons) User Experience Design

<i>School:</i>	School of the Arts
<i>Subject area:</i>	Design
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	Lord Mayors Walk Campus
<i>Programme/s accredited by:</i>	York St John University
<i>Exit awards:</i>	Certificate of Higher Education User Experience Design Diploma of Higher Education User Experience Design BA (Ord) User Experience Design
<i>UCAS code / GTTR / other:</i>	
<i>Joint Honours combinations:</i>	
<i>QAA subject benchmark statement(s):</i>	Art and Design – December 2019
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for full time
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

The User Experience Design degree equips you with the vital skills to thrive as a UX designer, shaping the digital landscape of tomorrow. Delve into creating interactive products, from websites and apps to wearable tech, mobile experiences, virtual/augmented reality experiences, and more.

In our programme, you will delve deep into understanding both the people and the technologies that drive the design process. Discover how to understand what users want and need, exploring their feelings and experiences. Dive into practical projects where you'll learn to create solutions for a variety of organisations such as companies, brands and charities, facing real-life problems with confidence.

You will be introduced to User Experience Design principles, theory, historical/emerging challenges, and practice by engaging in criticism, analysis, and debate and by undertaking experimental and conceptual projects that encourage novel and original ways of thinking in an individual way. This programme is delivered, by a core team of industry expert lecturers and technicians, visiting lecturers and professional

¹ The standard period of study will apply unless otherwise stated; please refer to the Regulations for Undergraduate <https://www.yorks.ac.uk/policies-and-documents/regulations/> for information on standard periods of study

designers who embrace the combined role of designer, including researching, writing, making, and communicating.

You will learn and explore key elements such as usability, interaction design, visual design, and information architecture. Through hands-on projects, you'll hone your creative and analytical skills, building a portfolio that showcases your expertise. The practical skills you'll gain in this programme are highly sought-after across various industries, user experience design skills will open doors to exciting career opportunities.

The programme sits alongside a suite of design disciplines including Animation, Games Design, Graphic Design Interior Design and Product Design. This creates a creative community of practice which encourages collaboration and shared experience.

We aim for students to graduate as confident 'citizen designers' with critical, empathetic skills in mind and ensuring their status as future communicators in an ever complex and challenging world. Recognising and understanding historical and emerging cultural and ethical challenges including planned obsolescence, sustainability, digital privacy, AI and automation will underpin critical studies throughout the programme.

Special features of the programme include:

- **Industry Partnerships:** The programme is aligned with a range of industry leaders, professionals and organisations including BBC Interactive, Priestman Goode, Lazenby Brown and United by Design. These partners alongside others offer professional talks, portfolio reviews, live projects, and placement opportunities where appropriate.
- **Interdisciplinary Approach:** Working closely with BA (Hons) Graphic Design and BA (Hons) Product Design the programme incorporates elements from various disciplines such as psychology, human-computer interaction, design thinking, information architecture, and visual design to provide a holistic understanding of User Experience principles.
- **Practical Projects:** The programme primarily focusses on project-based learning where students work on real-world problems, either independently or in teams, to apply theoretical concepts and develop practical skills.
- **Emerging Technologies:** The programme utilises the latest technologies in User Experience design, such as augmented reality (AR), virtual reality (VR), voice user interfaces (VUI), and AI-driven experiences. This ensures students can test and create innovative solutions in an industry standard setting.

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage. In addition, you must have:

- Portfolio of creative work
- Attend a programme specific interview

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.yorks.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 [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

- Provide a specialised and personalised education relevant to employment in the subject area of User Experience Design and related industries.
- Develop a comprehensive knowledge of contemporary User Experience Design theory and related creative processes, and industry practice.

- Provide skills and knowledge necessary to experiment with, test and prototype, and make creative use of new and emerging technologies related to User Experience Design.
- Provide a clear view of the subject of User Experience Design in its broader industry context, allowing you to utilise critical, analytical, and reflective approaches in a developed portfolio of work.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 4

- 4.1 Demonstrate awareness of the practical and contextual understanding of user experience design.
- 4.2 Demonstrate judgement and self-critique in the development of initial ideas through to final user experience design projects.
- 4.3 Demonstrate understanding and application of the user experience design process including but not limited to: interpretation, observation, investigation, enquiry, ideation, experimentation, production, and evaluation.
- 4.4 Communicate and present their study/work clearly, articulately, and reliably, and with structured and coherent arguments.
- 4.5 Evaluate the appropriateness of different approaches to solving problems, including consideration of the ethical and moral contexts and frameworks that apply to user experience design.
- 4.6 Identify and engage with relevant academic literature to inform understanding.

Level 5

- 5.1 Demonstrate knowledge and critical understanding of the established principles of UX Design.
- 5.2 Define and apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, situating their practice in a professional context.
- 5.3 Construct and apply knowledge of fundamental methods of enquiry in user experience design and evaluate critically the roles of users and stakeholders.
- 5.4 Interact and collaborate effectively with others, for example, through collaboration, collective endeavour, and negotiation.
- 5.5 Construct convincing ideas, concepts, proposals, solutions or arguments independently and/or collaboratively as self-initiated activity and/or in response to set briefs.
- 5.6 Source, evaluate, and analyse relevant academic literature to inform understanding.

Level 6

- 6.1 Demonstrate an independent and critical understanding of the profession of user experience design, including an awareness of the professional and contextual location of their emerging practice.
- 6.2 Evidence the synthesis of their knowledge and understanding informed by research, practice, and theory in their discipline, including: the critical, contextual, historical, conceptual, economic, social, environmental, and ethical dimensions of their emerging practice.
- 6.3 Critically evaluate and analyse information, experiences, arguments, assumptions, abstract concepts and data, to make judgments, and to frame appropriate questions to achieve a solution, or identify a range of solutions to a problem.
- 6.4 Professionally and appropriately communicate and present complex information, ideas, problems, and solutions to both specialist and non-specialist audiences.
- 6.5 Exercise self-management skills in managing workloads and meeting deadlines whilst accommodating change and uncertainty.
- 6.6 Construct relevant research methods and methodologies, and present fluent oral and written communication that adheres to academic conventions.

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
DES4009M	4	1	Design Process	20	C	X
DES4021M	4	1	User Experience Design Principles	20	C	X
DES4020M	4	1	Context of Practice	20	C	X
DES4022M	4	2	User Experience Design Practice 1	60	C	NC
DES5018M	5	1	Collaborative Practice	20	C	X
DES5016M	5	1	Critical & Contextual Studies 1	20	C	X
DES5024M	5	1	User Experience Personal & Professional Practice 1	20	C	X
DES5025M	5	2	User Experience Design Practice 2	60	C	NC
DES6022M	6	1	Critical & Contextual Studies 2	20	C	X
DES6023M	6	1	User Experience Personal & Professional Practice 2	40	C	NC
DES6024M	6	2	User Experience Major Project	60	C	NC

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

Learning, teaching and assessment

The programme is divided into three distinct, but related phases of learning. This begins at level 4. At this level you will be introduced to the fundamental principles of User Experience Design via a range of short, engaging projects which foster visual literacy and critical awareness. You will also learn how contexts of practice and theory exist together by examining key principles, methods, and techniques, both practical and digital. The programme will encourage and support you to evaluate, interpret, argue, and present to relevant audiences undertaken in an open minded, experimental, and individual way.

At level 5 you will apply, critically evaluate, and analyse by communicating to specialist and non-specialist audiences. You are encouraged to do this through diverse and complex projects, either with a live client presented by industry professionals, or by undertaking professional competition briefs. A further option to study abroad for one semester is also available to you, should you choose, with a carefully partnered institution. You will be introduced to intellectual property (IP) laws and guidance, ensuring you understand the legal frameworks that protect your work. Module content covers aspects such ethical and legal considerations, types of IP, and practical applications.

At level 6, you will undertake an autonomous approach to your studies, through the identification of a range of self-initiated briefs and projects, supervised by academics and industry professionals. You will independently apply knowledge and skills specific to your interests and insights in order to develop a professionally constructed portfolio. This is further strengthened by theoretical writing and the presentation of your work to an external audience.

Professional Practice is embedded throughout the programme through a diverse range of formats and work-related learning including live briefs, competition briefs, professional portfolio reviews, simulated projects, studio visits, alumni talks, and professional talks. The design process mirrors the heuristic nature of the

profession including identifying and analysing case studies, trial and error testing, design sprints, iterative prototyping, empathy testing and more.

Formative feedback and feed forward are embedded throughout the programme, ensuring you are supported to develop and evolve your individualised emerging User Experience Design practice. Feed forward will encourage you to reflect on tutor and peer insights to enhance and apply directly to concurrent and subsequent modules and briefs. This will prepare you effectively for formative and summative assessment.

You will have access to academic writing support throughout the programme.

Progression and graduation requirements

The University's [regulations](#) for undergraduate awards apply to this programme.

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

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: February/March 2024

Programme originally approved: