BSc (Hons) Digital User Experience (UX) Design	
Department	Creative Technologies
Awarding Body	UEA
Additional Accreditations	N/A
Full-time Duration	Three Years
Part-time Duration	N/A
Full-time Annual Fee	£8,500
Part-time Annual Fee	N/A
Entry Requirements	UCAS Tariff: 96 points A Level: CCC BTEC L3 Extended Diploma: MMM GCSE Maths and English Grade C/4 or equivalent Other: students not meeting exact requirements can be assessed on a case- by-case basis, particularly where industry experience is evident.
Study Location	University and Professional Development Centre, 73 Western Way, Bury St Edmunds UK
Subject to Validation	**Yes**
Additional Potential Costs	Tuition fees will provide access to all the usual teaching and learning equipment; however, there may be additional costs such as materials and equipment that are associated with your course. **Books** (approx. £200-250 per year) **Storage** – we recommend 1-2TB to store solutions, reports, etc.; students will benefit from using SSD technology in terms of speed (approx. £65-£150+) **Headphones** (approx. £25 - £100) – where certain modules are taken, students are advised to purchase a set of headphones to test audio. **Electronic Prototyping Equipment** – some modules may require low-cost electronic prototyping equipment and components for experimentation at home, although these are available on campus (approx. £35 - £75) **Computer** – It is recommended and common for students to use their own computer, although not essential. The required specification for this would partly depend on the modules chosen and given pace of the development of technology and changing value of equipment. It is not possible to put an exact cost on this, but this may be in the region of £750 - £1500+. The course team will be happy to discuss this with you. **Printing** – all students will be credited with the equivalent of £10 printing/copying at the start of the academic year. After that, students will

	need to pay for their own printing/copying. Most work is submitted electronically. **Student ID cards** – The first issue of your ID card is free. Replacement cards will be charged at £10 to replace lost or stolen cards.
Narrative	The BSc (Hons) Digital User Experience Design course equips students with the practical skills and creative mindset needed to succeed in the fast-paced world of digital innovation. With User Experience Design (UXD) at its core, the course explores a wide range of digital technologies, offering students a broad and varied learning experience. UXD is about designing digital products that are easy to use, accessible, and enjoyable. It draws on psychology, design, research, and technology to understand how people interact with digital systems, and how those systems can be improved. Students learn to create user-centred solutions that solve complex problems and deliver meaningful experiences, preparing them to shape the future of digital innovation.
Key Course Features	The course is delivered on campus and requires students to attend a two full days per week. Delivery of the course is through a range of methods including lectures, seminars, case-study, discussions, and workshops. The on-site immersive XR Lab provides virtual, augmented, and mixed reality technology including headsets, haptics, biometrics, and motion devices. Via optional placements, projects, exhibitions, competitions and other events, students will be supported in putting their newfound skills and knowledge into practice, harnessing the power of technology, to build high-quality digital experiences. **Year One:** The first year focuses on building a strong foundation in User Experience Design. Students develop a solid understanding of core principles, methods and tools, learning how to apply these to create effective design solutions. This stage emphasises exploration and understanding, while developing key problem-solving and communication skills that form the basis for future academic and professional progression. **Year Two:** In the second year, students advance their UXD skills by tackling more complex design challenges. They design and develop multi-user experiences in connected environments and strengthen research abilities to inform design decisions. The year also introduces psychology and behaviour, helping students apply cognitive and social insights to craft intuitive, ethical, and accessible solutions. **Year Three:** The final year places a focus on professionalism and refinement. Students consolidate their expertise by applying advanced design methods informed by research and current industry practice. They demonstrate independence, professionalism and critical thinking as they address complex design briefs, preparing to transition confidently into diverse environments and make a meaningful contribution to the field of User Experience Design.

Career Prospects	**Typical job roles and salaries:** • User Experience Designer **£35,000 - £55,000** • VR Developer **£30,000 - £60,000** • Project Manager **£35,000 - £70,000** • Software Developer **£35,000 - £65,000**
Module Summary	**Level 4 (Year 1)** **Interaction and User Experience Design** In this module, students will use a variety of techniques, including paper-based and electronic prototyping, and through usability testing, gain practical skills in the design of experiences alongside a deeper understanding of the principles of interaction design, experience design and closely related disciplines. **Divergent Thinking** Divergent Thinking introduces students to the development of innovative ideas in UX practice, focusing on how expanded thinking and divergent exploration can lead to novel, meaningful solutions. The module encourages students to balance imaginative ideas with the practicalities of UX requirements, highlighting the need to shape concepts in response to briefs. By framing restrictions as a creative structure, students will understand how technical limitations, user needs and real-world constraints can guide and optimise UX outcomes. In addition, students will explore the use of AI as an augmentative tool; leveraging it to expand, compound and refine their thinking as they formulate reasoned, effective design solutions. **Visual Communication** Visual Communication introduces students to the fundamental principles of conveying meaning through visual elements. The module tasks individuals with exploring how composition, colour, line, shape and form can be used together to articulate and support ideas. Students are encouraged to recognise the essential role of visual language in bridging geographies and cultures in order that they can generate outcomes that are inclusive, accessible and effective for diverse audiences. At its heart, the module focuses on the development of concepts through a range of experimental approaches, enabling students to gain confidence in building visual solutions with thought and intention.

Coding, Prototyping and Internet of Things

The module includes an introduction to programming suitable for students with limited, or no previous experience. The basic features of programming languages, including primitive datatypes, operators, control flow, functions and object orientation. Basic techniques for 2D graphics, animation and interactivity are illustrated, providing some background to more detailed study in other modules.

Projects, Testing and Performance

This module introduces team-based development and production of solutions and experiences using an Agile project management approach.

Immersive Experiences

This module provides an introduction to the design and development of virtual experiences using immersive technology. Topics include interaction in VR, the different forms of immersive technology, virtual worlds and the Metaverse, and implementation using game engines.

Level 5 (Year 2)

Multiuser Experiences

This module explores the elements required to develop, host and support an experience, its data, and its players or users in a connected environment. The module also provides the opportunity for a significant team-based project, where students will be able to undertake various creative or technical roles, within an Agile environment.

Research Skills and Industry Engagement

This module aims to develop essential research skills and an awareness of industry aligned with individual aspirations. Students will review appropriate academic literature on a chosen topic within digital and user experience design and related areas. They will also undertake several activities to support their future ambitions.

UX Testing

This module introduces user testing as a core part of UX design. Students learn to plan, conduct, and analyse tests to identify issues and improve user interaction. Practical activities focus on creating test protocols, interpreting results, and making evidence-based design recommendations.

UX Design for Accessibility

This module explores principles and practices for creating inclusive digital experiences. Students learn to design interfaces that meet accessibility standards, considering diverse user needs and assistive technologies.

Practical tasks focus on applying guidelines and testing methods to ensure designs are usable, ethical, and compliant.

Unified UX Design

This module explores UX and interaction design principles across diverse digital platforms. It will consider the fundamental differences in designing for desktop applications, web applications, mobile apps, and smart devices. Key topics include understanding platform constraints, interactions, user context, navigation, performance, platform-specific integration, and creating a unified design.

UX Psychology and Behaviour

This module introduces the psychological principles that underpin effective user experience design. Students explore how people perceive, think, decide and behave when interacting with digital systems, and how these insights inform the creation of intuitive, accessible and ethically responsible interfaces. An emphasis is placed on applying cognitive, behavioural and social psychology to real-world UX challenges, supported by practical research and usability testing methods.

Level 6 (Year 3)

Final Project

The module offers considerable autonomy and the opportunity to take responsibility for individual research of particular interest to the student, building on the knowledge and skills acquired over the course of their study. It includes design and implementation of a significant artefact, e.g. an interactive experience, software application, or physical computing device to support the research project.

UX Trends

This module examines emerging trends shaping the future of UX design. Key topics include AI-driven UI personalization, generative AI for interface creation, ethical and sustainable design practices, and advanced approaches such as dynamic, biometric, and behavioural AI.

UX Design Portfolio

This module develops the skills needed to present a professional UX portfolio that highlights creative and technical expertise. Students curate and refine key projects, engage in peer critique, and craft a targeted CV alongside building a strong online presence. The module also examines industry recruitment practices, including design challenges and technical assessments, ensuring students are prepared to showcase their abilities and succeed in competitive UX roles.

	Reality, Immersion and Innovation This module explores various forms of immersive, digital and games technology. This module places an emphasis on exploring emerging technology in the creation of interactive, real-time experiences in varied situations, e.g. in healthcare, science, engineering and education (gamification), and entertainment. **Data Visualisation** This module surveys a range of practices and techniques for data visualisation, both for individual understanding and story-telling purposes. It covers simple statistical characterisation of data and considers options for representing complex data in graphical form, including interactive elements to allow exploration of features and patterns, with a focus on web interfaces.
Staff Team	Daniel Robertson (**Course Leader**) Glenn Pickering David Gee Penny Stevens Ollie Brock Joseph Baker Lecturing staff hold qualifications across computer science, graphic design, business management, and computer games technology, At both undergraduate and postgraduate level. The team brings extensive experience from industry, research, and higher education.
Assessment Methods	Projects, Report, Technical Documentation, Testing, Marketing and PR, Research and Design Document, Specifications, Portfolio, Review, Reflection, Dissertation
Typical Module Diet All modules are 20 credits unless stated	

Year 1 (L4)	Year 2 (L5)	Year 3 (L6)
Interaction and User Experience Design	**Multiuser Experiences**	**Final Project** (40 credits)
Divergent Thinking	**Research Skills and Industry Engagement**	**UX Trends**
Visual Communication	**UX Testing**	**UX Design Portfolio**
Coding, Prototyping and Internet of Things	**UX Design for Accessibility**	**Reality, Immersion and Innovation**
Projects, Testing and Performance	**Unified UX**	**Data Visualisation**
Immersive Experiences	**UX Psychology and Behaviour**	

Study Hours	**Study Hours per 20 credit Module: 200 hours** Lectures and Seminars: 36 – 48 hours Assessments: 30 hours Preparation and Independent study: 122 – 134 hours *Typically, three 20 credit modules will be studied per Semester. There are two Semesters a year.

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