

# Digital User Experience (UX) Degree Apprenticeship

## Brief Descriptions of Specialist Unit Options

### **Occurring Year 2, Triad 2. All are Level 5, and 15 credit units**

Please note, that in 2021/22, there will be insufficient cohort size to make all four options viable and available. We will consult employers on the units which will be of most value to the businesses, and accommodate apprentice preference within this. It may be necessary for apprentices to be reallocated to their second or third choice, but we aim to satisfy preferences as far as practicable.

#### **UX & Code**

Digital products are built with code, so user experience professionals should at least be familiar with the medium their designs will be realised in. In this unit students will explore the interface between coding and user experience. They will be introduced to the common languages used to make digital products, the different contexts in which these languages are used, and the features of 'imperative' (e.g. JavaScript) and 'declarative' (e.g. HTML) coding languages. Students will investigate the universal features of computer languages, including pseudo-code, variables, array, loops and conditionals.

#### **UX & Design**

Digital products rely on metaphors and formats developed before the computer, so user experience professionals should at least be familiar with the influences on the medium their designs will be realised in. In this unit students will explore the interfaces and remediations between the wider world of design and the digital. They will be introduced to the history of 20th century design and graphic design in particular. Students will investigate the abductive nature of design, design thinking, design movements and conventions, observe the tools and processes designers and makers use, and further explore tools and processes by producing their own work.

#### **UX & Visual Storytelling**

Visual Storytelling and UX explores new narrative dynamics, researching the new forms and/or functions of stories in the digital age. Students learn how innovation in storytelling is key to both the production of new digital creative forms and our understanding of them in culture and society. Storytelling is particularly relevant to those seeking to become creative leads. This unit will be particularly relevant if students want to present their research outputs in visual mediums.

#### **UX & Sound (sonic interaction)**

In this unit, students will gain insight and experience into the role that sound, and music, play in contributing to the user experience of a product or service. The unit provides a firm foundation to the world of sound and takes students on a hands-on journey that explores the ways in which we can augment and drive user interfaces using sound and musical elements. Student will gain insight into the principles of human perception that allow sound to be a powerful interaction tool and get experience with the tools and techniques that will allow students to select, manipulate, and deploy effective sound design into digital prototypes.

