

H8DMTUX: Technology and User Experience

Module Code:	H8DMTUX
Long Title	Technology and User Experience DRAFT
Title	Technology and User Experience
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	DERMOT BRADFIELD
Module Author:	Robert Harte
Departments:	
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Learners will critically evaluate the role of user experience design, the philosophy of user experience and usability.
LO2	Learners will evaluate the tools user experience designers use, their processes and their methods of assessment.
LO3	Learners will have the ability to construct a Web Site and assess current web technologies such as HTML, CSS CMS, Semantic Web.
LO4	In the constantly evolving nature of web technologies learners will assess it's impact on the marketing discipline.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
User experience design • What is UX, what do UX designers do? • UX teams - what they look like, where they sit in business • The tools of the UX designer (eg. wireframes, card sorting, etc) • UX processes (eg agile, persona workshop, etc)			
Web Technologies • An overview of content related web technologies out there. • How to assess a web technology (eg who is using it, what content exists).			
HTML & CSS • How websites are constructed, what tools can be used including content management systems.			
Convergence • Integration of emergent technology • Adapting to change in marketing practice • Beyond the web: reaching devices effectively • Convergence.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Continuous Assessment	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Learners will create a blog and post weekly updates evaluating the topics and processes covered in each lesson. The topics will include material from all learning outcomes.			
Assessment Type:	Project	% of total:	25
Assessment Date:	n/a	Outcome addressed:	2
Non-Marked:	No		
Assessment Description: Learners will evaluate the user experience of a company's website. They will plan, outline and conduct the website evaluation.			
Assessment Type:	Project	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: 25% of marks will be allocated to the overall individual assessment			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only			
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	12 weeks at 3 hours per week	36	Every Week	36.00
Assignment	12 hours at 2 hours per week	24	Every Week	24.00
Independent Learning Time	No Description	92	Once per semester	7.67
Total Weekly Contact Hours				36.00

Module Resources

Recommended Book Resources

Dan Saffer. Designing for Interaction: Creating Innovative Applications and Devices, New Riders Press, [ISBN: 978-0321643391].

Krug S. Don't Make me Think, 3rd. New Riders, [ISBN: 978-032196551].

Jesse James Garrett. The Elements of User Experience, 2nd. New Riders, [ISBN: 978-032168368].

Schneiderman, B. Designing the user interface, [ISBN: 9781292023908].

Kelly K.. (2011), What Technology Wants, Viking, [ISBN: 978-014312017].

This module does not have any article/paper resources

Other Resources

[Website],
<https://www.nngroup.com/articles/>

[Website], <http://www.alistapart.com/>.

[Website], <http://johnnyholland.org/>.

Discussion Note: