H8DMTUX: Technology and User Experience

Module Code:	H8DMTUX
Long Title	Technology and User Experience APPROVED
Title	Technology and User Experience
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	5
Module Coordinator:	
Module Author:	Nicola Carroll
Departments:	
Specifications of the qualifications and experience required of staff	

Learning Outcomes	
On successful completion of this module the learner will be able to:	
#	Learning Outcome Description
LO1	Demonstrate an in-depth knowledge of what user experience is, the philosophy of user experience, the tools user experience designers use, their processes and their methods of assessment.
LO2	Developed content writing skills, based on what makes good content through understanding the elements of reading, writing and how the web influences those activities.
LO3	Understand the complexity of web content and the web content landscape: content strategy, semantic web, multimedia content, SEO and SEM
LO4	Display extensive understanding of the current web technology environment (e.g. CMS, blogging platforms etc.): who uses them, to what end, how to assess a web technology and make the decision on whether or not to use it.

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, specs, etc) • UX processes (eg agile, persona workshop, etc)

Writing
• How people read and perceive - online and off • How the digital landscape has influenced reading • What makes good writing • How to structure web content

Content
• What is content: text (articles, interface content, tweets), video, audio, etc. • What is content strategy? • Content strategists and how they work with UX teams, marketing teams, product owners, etc • The semantic web • Inbound vs outbound content marketing (including SEO & SEM

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) • Content publishing workflows and web technologies

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:	Project	**% of total:**	50
Assessment Date:	n/a	**Outcome addressed:**	3,4
Non-Marked:	No		

Assessment Description:
Learners will be given a website and a marketing brief from which they'll have to put together a project plan using the UX and CS tools that will have been covered over the module lessons: An audit, a UX evaluation, a content plan

Assessment Type:	Assignment	**% of total:**	25
Assessment Date:	n/a	**Outcome addressed:**	1,2,3,4
Non-Marked:	No		

Assessment Description:
Learners will be asked to submit short written assignments for example, take an offline document and optimise it for online reading, or an editorial assessment of a content management system. There will be one for each learning outcome

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

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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	No Description	2	Every Week	2.00
Assignment	No Description	3	Every Week	3.00
Independent Learning Time	No Description	65	Once per semester	5.42
			Total Weekly Contact Hours	2.00

Module Resources

Recommended Book Resources

      Kelly K.. (2010), What Technology Wants, Viking.

      Krug S. Don't Make me Think, 2nd. New Riders.

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

      Kristina Halvorson, Melissa Rach. Content Strategy for the Web, New Riders Press, [ISBN: 978-0321808301].

This module does not have any article/paper resources

Other Resources

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

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

      [Website], http://blog.braintraffic.com.

Discussion Note: