

COURSE SPECIFICATION

Awarding Body: Norwich University of the Arts

The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the [Office for Students](#) (OfS).

Course Title: BSc (Hons) User Experience Design

Level of Study: Level 6 of the Framework for Higher Education Qualifications in England (FHEQ).

For further information see:

<http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

Award: Bachelor of Science Degree with Honours (BSc (Hons))

Mode of Study: Full-time

Duration of Course: 3 years

Language of Study: English

Course Accreditation: None

Relevant QAA Subject Benchmarks: Subject Benchmark Statements set out expectations about standards of degrees in a range of subject areas. They describe what gives a discipline its coherence and identity, and define what can be expected of a graduate in terms of the abilities and skills needed to develop understanding or competence in the subject.

Computing (2016)

https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-computing-16.pdf?sfvrsn=26e1f781_12

Art and Design (2017)

For further information see: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16

Tuition Fees: For details of tuition fees see: <http://www.nua.ac.uk/study/finance/>

Other Course Costs: The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. On average students of arts, design and media courses spend around £250 in their first year rising to £375 in their second year and £600 in their graduating year.

The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.

For details see: <https://www.nua.ac.uk/wp-content/uploads/2018/02/Student-Experience-at-NUA-23.11.17.pdf>

ADMISSION REQUIREMENTS

Entry Requirements / Interview / Portfolio

When you apply to BSc (Hons) User Experience Design, we will ask you to prepare your portfolio, a written submission and an interview. These methods are used to assess your suitability to the course. All three elements should clearly demonstrate your passion for the subject and your individual creativity.

Detailed information regarding entry requirements and portfolio guidance can be found here <https://www.nua.ac.uk/study-at-nua/courses/bsc-hons-user-experience-design/>

AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

The Aims of Undergraduate Study are to:

- Provide students with an inclusive and stimulating curriculum for the specialist study of art, design, architecture and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous opportunities for creative practice along with skills appropriate to the named award.
- To enable students to establish and develop key skills in areas of creative practice, research and professional practice as they apply to the subject.
- Provide students with the required practical and project management skills to realise ideas.
- Provide courses that prepare students for employment and professional practice and/or further study.
- Provide courses that enable graduates to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Enrich curriculum content and ensure course currency through the professional practice, research and scholarship of staff.
- Emphasise the cultural, technical and vocational relevance of course provision.
- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and wider art, design, architecture and media communities.

GENERIC SKILLS

Holders of Undergraduate Awards will:

- Have developed the skills to embark on a professional career or further course of study in a related field.
- Demonstrate a professional approach and work towards achieving their full potential as a creative or technical practitioner.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be digitally literate in relation to the skills essential for professional practice and its representations.
- Be able to locate their work within relevant professional, cultural and historical frameworks.
- Be able to practice professionally in an area appropriate to their subject skills and expertise.

- Have developed the capacity to critically examine the context within which their practice is based.
- Be able to analyse information and experience to formulate and present reasoned arguments.
- Have an understanding of the extent of their knowledge, and how this influences analysis and interpretation based on that knowledge in their area of practice.
- Be able to interpret and communicate their practice using spoken, written and visual language.
- Be able to work flexibly to manage change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of other stakeholders
- Have developed the ability to make effective use of processes and materials appropriate to the subject.
- Be able to work with due regard to Health and Safety, Ethics, Sustainability and Risk Assessment considerations as they apply in a range of professional contexts.

COURSE DIAGRAM

BSc1a: Fundamentals	BSc1b: Concepts and Contexts
40 Credits	80 Credits
10 weeks	20 weeks

BSc2a: Experimentation and Application	BSc2b: Collaboration
80 Credits	40 Credits
20 weeks	10 weeks

BSc3a: Research and Development	BSc3b: Resolution and Innovation
60 Credits	60 Credits
15 weeks	15 weeks

WHAT YOU WILL BE DOING IN THIS UNIT

In this unit you will be introduced to some of the fundamental technical, creative and research based practices associated with the broad arena of software engineering, and in particular the games, interaction and user experience design industries. The focus of this unit is to establish an introductory foundation of technical, creative and analytical skills that will be used throughout the course; to introduce systems of working and workflows that will be necessary for the successful delivery and deployment of projects; and to help you to begin to think critically, develop your curiosity, and build an understanding of your discipline.

Projects are designed to build upon one another and so it is important that you develop the skills and disciplines of the subject early on in your career here in order to remain effective. Each project expands on the previous skill-set and will give you an opportunity to hone your developing skills as well as develop new ones.

As well as beginning to develop a core technical competency (in Games Development, Interaction Design or User Experience Design) you will be helped to develop a number of other transferable skills in planning, time management, research and communication (both written and verbal). You will be fully supported through this transitional period whilst you become accustomed to independent study and learning at undergraduate level. The course team are here to support, guide and encourage you.

Unit Title:	Fundamentals
Reference:	BSc1a
Year:	1
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit will introduce you to the fundamental elements of your course and help you to become accustomed to undergraduate study at the University. Becoming an independent learner is an essential aspect of undergraduate study and this unit is designed to help you make the transition successfully by developing skills in planning, researching and reflection.

Within the unit you will be given opportunities to acquire essential practical skills relevant to your subject using an appropriate range of tools, platforms and techniques. You will develop ways for generating ideas for your creative and scientific practice and consider how to progress them towards resolution. Along with your creative and scientific development you will be introduced to scientific, technical and ethical concepts that have influenced (and are influenced by) creative practice.

You will be introduced to methods for gathering information and supported to find relevant interpretations of your research. You will also be given the opportunity to develop skills of communication through writing, image and spoken word.

Indicative Syllabus

The syllabus below indicates topics within each of the four Areas of Study outlined in the NUA *Award and Credit Scheme* for this unit.

Creative Practice

- Design thinking
- Manual and digital design skills

Scientific Practice

- Programming
- Mathematics and physics
- Time management

Professional Practice

- Introduction to the Learning Environment
- Group discussion and debate
- Report writing
- Personal development awareness

Research

- Selecting, gathering and evaluating information.

Aims

The aims of the unit are:

- To introduce you to the learning environment for undergraduate study in science and creative practice.
- To foster an awareness of the importance of research and to enable you to experience key methods of gathering and interpreting information.
- To develop practical, technical and conceptual skills in your subject.
- To develop your understanding of the subject and related contemporary practice in the creative and technical industries.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Show an awareness of the fundamental scientific, technical and ethical concepts and principles associated with your subject.
- LO2:** Demonstrate the skills required for researching, interpreting and presenting fundamental information and concepts around your subject.
- LO3:** Demonstrate a fundamental understanding of the tools and platforms associated with your subject area.
- LO4:** Communicate the development and outcomes of your work clearly and effectively to others.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 1,000 word text

WHAT YOU WILL BE DOING IN THIS UNIT

In this unit we will build upon the knowledge gained in the previous unit and give more thought to reinforcing the technical skills you developed before, whilst turning more attention to refining core principles associated with your subject. These might include developing gameplay by investing ideas of balance, reward, user interface considerations, user interaction, advanced visual design, strategy and planning and service design.

Alongside the applied practical aspects of this unit, we will continue to develop and augment the breadth and depth of your technical skills, raising greater awareness to issues of playability, game balance, human-centred design, complex problem solving and experience design. You will be supported to develop independent study, project management, self-reflection, presentation skills and an ability to evaluate engagement. Investigation, experimentation and analysis will be instilled to help you make connections between the apparent and less obvious facets of working within the territories of games development, interaction and user experience. Group presentations facilitate and develop abilities in research, acquisition of information and communication; whilst team-work is introduced as an essential factor of professional practice. As this is an 80 credit unit, a 'Review week' is introduced for you to showcase the progression of your work, enabling feedback and guidance from the course team to be implemented in a realistic time-frame.

Unit Title:	Concepts and Contexts
Reference:	BSc1b
Year:	1
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will provide you with a framework to support your continuing engagement with the concepts and contexts surrounding your subject. The unit will help you to develop approaches for independent learning, self-reflection, evaluation and documentation. As the unit progresses you will be able to apply the knowledge and skills you have acquired through a process of experimentation and analysis. You will explore techniques, tools and platforms in a variety of ways and be engaged in an investigation of the apparent and less obvious connections between ideas, images, objects, words and theories that surround your subject.

Successfully working as part of a team is an essential element of professional practice and you will be supported to develop this ability within the unit as you work towards a group presentation. You will be encouraged to gain insights into the industries associated with your subject and to consider the market and audience for your work.

The unit supports you to develop research skills in gathering information, analysis and communication and you will continue to hone your academic writing skills alongside your creative conceptual and technical progression. You will consider the scientific and technical influences that have impacted on your subject and have shaped its contemporary presence. You will be encouraged to reflect on your studio practice in terms of the key influences that have informed the evolution and development of your subject specialism and to consider issues of ethics and sustainability in contemporary practice.

Indicative Syllabus

The syllabus below indicates topics within each of the four Areas of Study outlined in the *NUA Award and Credit Scheme* for this unit.

Creative Practice

- Designing for humans
- Manual and digital design skills

Scientific Practice

- Programming
- Mathematics and physics
- Project planning

Professional Practice

- Health and safety awareness
- Team working
- Oral presentation skills
- Personal development planning

Research

- Academic writing conventions
- Observation and data collection

Aims

The aims of the unit are:

- To establish a practical approach to learning as part of an undergraduate experience in science and creative practice.
- To identify some of the key scientific, technical and ethical influences on your subject, by investigating the work of others through visual and text-based research.
- To enable a flexible approach to problem-solving and idea generation.
- To develop a capacity for independent learning and time-management.
- To foster an enquiring and professional approach in the production of work.
- To develop skills in visual, written and oral communication, and to work effectively with others as part of professional skills development.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO5:** Demonstrate knowledge of the fundamental techniques, tools and platforms associated with your subject.
- LO6:** Make judgements and present arguments through engagement with fundamental scientific, technical and ethical concepts and theories associated with your subject.
- LO7:** Demonstrate a range of approaches to creative and experimental problem solving.
- LO8:** Communicate the development of your ideas clearly using text, image and spoken word.
- LO9:** Demonstrate fundamental subject-specific and transferable skills relevant to your practice and future career.
- LO10:** Evidence independent planning and time-management in the development of your work.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A group presentation
- A 2,000 word text

WHAT YOU WILL BE DOING IN THIS UNIT

You will build on themes and skills developed in the first year, as you work through a series of projects and practical workshops aimed at enhancing your core understanding of UX Design, psychology, analytics, idea generation and the broad arena of visual communication design. Initially you will explore, challenge and test all aspects of UX Design by exploring user-centred research around usability and functionality of multiple visual design iterations of various digital interfaces. You will be introduced to and asked to consider the ethical and sustainable implications of designs. You will also acquire skills and knowledge that inform your understanding of the use of time based and motion creation media.

Ideas remain fundamental to all your work and central to the philosophy of this course. As such you will build on knowledge acquired during your first year relating to research skills, visual and textual editing, critical analysis and evaluation, idea generation and development.

Project work will explore a wide range of areas typical of the central area of UX Design. You will explore digital apps on both computers and mobile devices. You will explore websites, apps and other digital screen and spatial environments, approaches to front-end development, user interface design and user experience design. You will also further your knowledge of user-testing, research methods and the creation of data driven design insights.

It is expected at this level that you will begin to consider the construction of your portfolio, its format and design in its own right. To this end we expect you to consider the structure and narrative content of your portfolio and to develop it further. For the purposes of assessment you will submit a portfolio of all resolved design outcomes. You will also submit all

Unit Title:	Experimentation and Application
Reference:	BSc2a
Year:	2
Credit Points:	80
Duration:	20 Weeks
Study Time:	800 Hours

Description

This unit will enable you to utilise and expand the specialist knowledge and skills introduced in year 1 through focused experimentation and application. The unit enables you to develop a more targeted engagement with the techniques, science and media of your subject and encourages you to explore the dynamics of process and theory relevant to the subject and the development of your individual practice. You will continue developing specialist practical skills and the unit will help you to identify areas for personal development through independent study.

Industry engagement is a key feature of the unit and you will be supported in identifying markets and audiences for your work. You may engage in competition entry, working with live briefs and other forms of work-related learning which will help you to develop an understanding of the professional pathways open to you.

You will be encouraged to reflect on your studio practice in terms of the professional, commercial and contextual influences that have informed the development of your subject specialism. This unit will develop your skills as a reflective practitioner and enable you to develop your visual, verbal and written communication skills.

The unit will support you to continue to develop academic writing skills through composition of a longer written text for which you will independently research, analyse and present your findings. Understanding and exploring methods of developing and presenting an argument through word and image will form a key part of your learning.

development/back-up work in the form of design sketchbooks/journals and layout pads.

You will also submit your Reflective Journal and a 3,000 word written text which analyses a specific aspect of interaction science. Academic writing skills will be developed and supported through the composition of a longer written text, for which you will independently research, analyse and present your findings. Understanding and exploring methods of developing and presenting an argument through word and image will form a key part of your learning.

Indicative Syllabus

The syllabus below indicates topics within each of the four Areas of Study outlined in the NUA *Award and Credit Scheme* for this unit.

Creative Practice

- Design ideation and prototyping
- Diversity and experimentation in with manual and digital processes.

Scientific Practice

- Software development
- Statistics and databases
- Project development

Professional Practice

- Ethics, Computer Security and H&S in context
- Work-related learning
- Presenting and communicating research findings
- Professional awareness and engagement

Research

- Identifying authoritative sources for extended research
- Selecting and evaluating a variety of research methodologies

Aims

The aims of the unit are:

- To encourage breadth and depth of enquiry into, and application of, techniques, tools and platforms.
- To develop your awareness and understanding of professional practices and the scientific and creative industries associated with your subject.
- To offer a range of approaches to problem solving and ideas generation
- To establish a range of research methods relevant to your discipline and support your understanding of their application.
- To facilitate an appreciation of the application of theories and ideas to your practice.
- To consider and evaluate appropriate methods for successfully communicating and presenting ideas to different audiences.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate knowledge and application of the key techniques, tools and platforms associated with your subject.
- LO2:** Identify relevant scientific, technical and ethical concepts and principles and apply them to a range of contexts.
- LO3:** Demonstrate knowledge of problem-solving approaches used in your discipline and show a critical approach to using data in your work.
- LO4:** Critically reflect on the boundaries of your knowledge and learning.
- LO5:** Articulate the findings of your research and practice using appropriate means of production and communication
- LO6:** Demonstrate your ability to identify, plan and, where appropriate, participate in relevant work-related learning.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 3,000 word text

WHAT YOU WILL BE DOING IN THIS UNIT

This unit provides the orientation to your final year study and as such you will engage in a series of projects with an increasing professional focus. This unit focuses on collaboration and presents further opportunity to work with others, internally in the UX cohort, cross-discipline in partnership with other course(s) in the institution, and where appropriate, external partners. A range of collaborative projects will take place, enabling you to develop essential interpersonal skills in communication, team-working and project management. You will join students from disciplines that either complement or contrast that of your own, and engage with audiences that could include professional clients, other subject specialists or the general public, with whom you will need to communicate your ideas concisely. Emphasis will be placed on professionalism, a team spirit, engagement with others and a constructive outlook and positive attitude. Collaboration works at its best when the combined efforts of the team result in something greater than the individual input to create unexpected and not predetermined outcomes.

You will build on prior knowledge and understanding of your subject whilst developing further your skills in research, idea generation, creative problem solving and various technical, digital, research and analysis skills. Your work should now be of a sufficiently high standard and be presentable to design industry representatives and commissioners, such that you could gain professional work experience. The exacting standards expected in your third year will be put to the test during this unit.

You will continue to explore a range of themes associated with your discipline such as design for digital environments (websites, apps and other user interfaces), user/customer experience, research-driven design iterations and

Unit Title:	Collaboration
Reference:	BSc2b
Year:	2
Credit Points:	40
Duration:	10 Weeks
Study Time:	400 Hours

Description

This unit provides an opportunity for you to work with others and to expand the learning experiences gained in Year 2; in particular, the unit focuses on developing your creative and technical practice and enhancing your technical and conceptual skills within the context of other practitioners and audiences. It is anticipated that you will use the methods, knowledge and understanding gained previously to help you locate your work in relevant professional and creative contexts. The unit also allows the flexibility to help you engage with external-facing activities and to interact with a variety of audiences beyond the Course using appropriate forms of participation, dissemination and communication.

You will have the opportunity to test a number of different collaborative working practices in this Unit; for example: in-course collaborations which explore generic team-working skills; cross-course collaborations that look at the opportunity for potential interdisciplinary outcomes; collaboration with industry to understand key skills required for working in your subject and an interchange of ideas that allow you to work in groups with students from different disciplines to learn new skills and gain new knowledge.

The unit will raise your awareness of your own skills and help you identify appropriate career opportunities through work-related learning and collaborative projects, and, as part of the Unit you will be supported in expanding your own skill set. Team-working, project management and the ability to communicate effectively with a variety of stakeholders are essential skills that you will develop as part of this unit. This unit will also equip you with the skills to enable you to become a more autonomous learner and assist in preparing you for further study at Year 3.

design testing. Designers collaborate and work in teams, either directly within consultancies/studios, or as freelancers collaborating with clients and suppliers. This unit will provide the opportunity to work within teams and you will have the chance to experience the dynamics associated with collaborative practice. Working effectively and efficiently, negotiating with stakeholders, including clients, managing workloads and time, and communicating professionally are life-long transferable skills – all of which will be examined within this unit. You might work with related and/or seemingly unrelated disciplines, you might work with peers from your course and you might work with external agents such as clients or design businesses. As part of this unit you will also take part in a specific collaboration with second year students from another course at NUA.

The unit also demands the submission of a 1,000 word Research Report proposal, identifying potential research questions and appropriate methodologies for your year 3 Research Report. The production of your written work will enable you to develop an understanding of debates in and around your chosen subject area to further enhance your creative practice.

Indicative Syllabus

The syllabus below indicates topics within each of the four Areas of Study outlined in the NUA *Award and Credit Scheme* for this unit.

Creative Practice

- Designing with humans
- Working with unfamiliar media and processes

Scientific Practice

- Statistics and databases
- Project management

Professional Practice

- Professional considerations of Ethics, Computer Security.
- Working in cross-disciplinary teams
- Professional pitches and presentations
- Enterprise and Entrepreneurship

Research

- Writing for a diverse audience
- Identifying research questions and appropriate methodologies

Aims

The aims of the unit are:

- To consolidate your knowledge, skills and experiences as an independent learner and informed practitioner
- To increase awareness and understanding of the technical creative industries and the nature of working within them
- To strengthen your understanding and application of appropriate research methods for your study
- To prepare you for study at Year 3 and future employment.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate an understanding of a wide range of applications for your work, including workplace contexts.
- LO8:** Propose and plan areas of research for further study based on analysis of appropriate techniques and information that extend your knowledge.
- LO9:** Evaluate and employ appropriate communication and presentation techniques in relation to subject and audience.
- LO10:** Demonstrate your ability to work collaboratively to meet specified goals.

Assessment Requirements

You are required to submit the following for assessment:

- A presentation of collaborative outcomes
- Research and supporting documentation
- A Reflective Journal
- A 1,000 word Research Report Proposal

WHAT YOU WILL BE DOING IN THIS UNIT

Year 3 requires that you produce a portfolio of work that is of a standard expected by professionals in the UX design industry. As such you are required to build upon the knowledge and skills gained through Years 1 and 2 of the course. You will now take on advanced skills, knowledge and awareness in this first final year unit as you start to establish your practice.

You will be encouraged to become increasingly confident in making independent decisions about your design work and to assume a greater degree of responsibility for your learning. Regular tutorial support will continue to provide constant feedback and guidance on your work as you progress through the unit.

You will work on a series of professionally focussed projects and workshops. You might choose to work with staff-set themes and to initiate and negotiate projects within the scope of given themes. This will require your consideration, persistence and determination, to define clear perspective on your practice and establish excellent comprehensive design and communication skills. You will be encouraged to explore new territories for UX design, new (and traditional) media, to challenge conventions and to ask questions.

The core aim of the studio work is to consolidate and build upon your knowledge and understanding of UX Design and to enhance your creative thinking, problem solving and advanced skills in user-centred testing, visual design, design and usability insight development and research methods.

Unit Title:	Research and Development
Reference:	BSc3a
Year:	3
Credit Points:	60
Duration:	15 Weeks
Study Time:	600 Hours

Description

This unit will support you in further developing the skills of research and development essential to maintaining a sustainable creative practice. The Unit requires that you to build on the knowledge and skills gained through Years 1 and 2 of the course to develop a body of work that is informed by appropriate research and experiential learning.

This unit will encourage you to assume a greater degree of responsibility for your learning, and you will be supported in determining the direction of your work through tutorial guidance and appropriate discussion and debate to develop both your research and creative practice. Academic and pastoral support will help you plan effectively and realistically for the remainder of the course as you formulate and finalise plans for your creative and technical practice. The parameters of your creative and technical practice for the final course unit, ('Resolution and Innovation') should assist you in contextualising your work for this unit.

This unit will concentrate on the process of further developing and reflecting upon your practice to date in order to provide a robust basis for the work to be undertaken in the final unit of the course. The production of your creative outputs and written work will enable you to refine your understanding of technical, scientific and ethical perspectives that are essential to and indicative of an in-depth understanding of your subject specialism.

In this unit you are required to submit a completed Research Report of 5,000 words or an extended Research Report of 10,000 words that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work. You will agree a schedule of work with your course tutors that reflects an appropriate balance between your creative practice and written work.

Indicative Syllabus

The syllabus below indicates topics within each of the four Areas of Study outlined in the NUA *Award and Credit Scheme* for this unit.

Creative Practice

- Design prototyping and testing
- Proficiency with media and processes

Scientific Practice

- Software development
- Advanced science topics
- Sustaining a prolonged project

Professional Practice

- Professional consideration of Ethics, Computer Security
- Engaging with external partners or advisors
- Effective communication of complex information
- Career planning and self-promotion

Research

- Structuring and sustaining an argument
- Advanced information retrieval skills to gather, sift, synthesise and organise material independently

Aims

The aims of the unit are:

- To support you in planning and managing the production of a body of creative and written work
- To help you to sustain and engage with an in-depth enquiry into your interests
- To develop knowledge and understanding of your subject through scientific, technical and cultural perspectives
- To help you to develop a breadth of reference material through creative practice and text based research
- To help you devise and apply strategies that will sustain independent learning
- To develop skills in effective communication

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate rigorous use of recognised methods to test and analyse concepts, tools and platforms appropriate to your area of study.
- LO2:** Show ability to construct and develop arguments using knowledge and methods pertinent to current research and practice in your subject.
- LO3:** Show evidence of utilising a range of independently gathered scholarly information including primary material and academic or industry-based research.
- LO4:** Develop questions and make informed judgements that allow potential solutions to problems to be identified.
- LO5:** Communicate creatively and appropriately to a variety of audiences using text and images.
- LO6:** Demonstrate a clear approach to planning and developing a career in the creative industries.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A Research Report of 5,000 words or an extended Research Report of 10,000 words*

WHAT YOU WILL BE DOING IN THIS UNIT

This final unit is intended to provide you with the opportunity to clearly define your area of practice and develop a professional portfolio of design work, such that you can secure employment within the creative industries. Your opportunity to potentially shape your project work through self-initiated projects and more open briefs will allow you the opportunity to produce a body of design work that is targeted toward an area of the professional world of design that most appeals to you. It is the intention of the course and indeed this final unit, that you become fluent in design problem solving in all manner of media, and that you are also capable of challenging and changing the ways in which both industry and audiences view, engage, interact and encounter UX design.

You will work on a number of projects which will typically include industry collaborations, competitions and self-initiated assignments. Your work should now achieve and meet the highest standards of creative thinking, idea generation and development, outcome resolution and presentation. Your technical skills will also be thoroughly tested as you strive to achieve final outcomes of the highest quality and meet with the exacting standards of the profession and industry. We are well aware of the intense competition for employment within the creative industries and given this, you will receive continual and regular, focused tutorial support and guidance to allow you to flourish and work on a sustained series of challenging design problems.

Alongside your project work, you will also develop your portfolio and a self-promotional strategy, self-marketing material, and exhibition curation skills, leading towards your final degree show. Your self-promotional material and portfolio will establish your presence as an emerging designer and are intended

Unit Title:	Resolution and Innovation
Reference:	BSc3b
Year:	3
Credit Points:	60
Duration:	15 Weeks
Study Time:	600 Hours

Description

This final unit is the culmination of your undergraduate study within your chosen specialism and, as the title implies, gives you the opportunity to bring your work to a suitable degree of resolution within the context of innovative practice.

The Unit is dedicated to your creative practice and provides you with the opportunity to plan, develop and produce a substantial body of work over an extended period of time. The unit allows you to consolidate and capitalise on the skills, knowledge and experience gained throughout the course and provides a unique opportunity to generate a sustained and innovative body of resolved work that will support you in your future career or further study.

This unit supports you in developing and delivering a professionally presented project relevant to your chosen career path. You will consider appropriate forms of production, display and dissemination – including self-promotion, communicating your practice effectively to a range of specialist and non-specialist audiences.

You will utilise skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your subject practice. The research, development and reflection undertaken in the previous unit (Research and Development) provides the foundation needed to support this final stage of your study.

to get you noticed by prospective employers and commissioners.

Indicative Syllabus

The syllabus below indicates topics within each of the four Areas of Study outlined in the NUA *Award and Credit Scheme* for this unit.

Creative Practice

- Design testing and resolution
- Realisation using appropriate media and processes.

Scientific Practice

- Project resolution

Professional Practice

- Application of professional standards of Ethics, Computer Security.
- Engaging with external partners or advisors
- Conveying complex ideas to a variety of audiences.
- Targeted career strategy with identified goals and actions.

Research

- Writing for a specialist and non-specialist audience
- Application of appropriate research methodologies

Aims

The aims of the unit are:

- To develop awareness and understanding of the creative potential and practice of the subject.
- To enable a sustained critical engagement with the subject through referencing the bodies of knowledge that support and challenge the discipline.
- To develop awareness of debates within and around the subject area to profile the diversity of a contemporary practice.
- To enable you to sustain a commitment to thematic enquiry.
- To help you initiate work that is innovative, ambitious and original in thinking to develop outcomes beyond an obvious solution.
- To enable you to communicate your intentions effectively.

Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate consistent knowledge and understanding of your subject area, making detailed reference to current and emerging practice.
- LO8:** Show evidence of sustained critical engagement with an issue or question relevant to your subject.
- LO9:** Demonstrate an open and evidence-based approach to learning.
- LO10:** Apply skills, methods and knowledge to develop and extend projects beyond initial findings and solutions into resolved outcomes.
- LO11:** Communicate effectively to a range of specialist and non-specialist audiences using means appropriate to your projects.
- LO12:** Evidence a professional approach to career development through appropriate self-promotion, industry awareness and engagement.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal

LEARNING AND TEACHING

Learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning.

NUA emphasises learning and discovery through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials. Other learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning, alongside technical demonstrations, exhibition practice and other presentations of students' work.

Students' progress is assessed in a number of ways. All courses provide clear information about the work required for assessment, and the criteria which are used in assessment. Courses make considerable use of group critiques where students present their work for discussion. Courses also use self-evaluation and peer evaluation to complement the assessment of work by tutors. Students come into contact with a wide range of staff, all of them committed to supporting learning. As well as academic staff, these include staff in technical workshops, the Library, Employability Service, and Student Support.

Independent Learning

Independent learning complements and builds upon the teaching you receive on your course. Key aspects of learning develop through the acquisition of research skills, the generation and development of ideas, and independent study. Learning Agreements are used by courses to support independent study and to enable students to focus, direct and negotiate their individual pathway through the course.

At undergraduate level, an increasing emphasis is placed on independent learning as students' progress through their course. This enables them to make the best use of the University's resources in support of individual creative development. Independent learning may be based on projects or assignments set by staff, or it may be self-initiated. There are significant opportunities for self-initiated study at both undergraduate and postgraduate levels.

PAL Mentor Scheme

Each undergraduate degree course has a system of peer support known as Peer Assisted Learning or PAL. This means that Year One students have ready access to trained Year Two students from their course, from before they arrive through to the end of the first year. The advice and support given by the PAL Mentors is directly relevant to first year students and is delivered by Year Two or Three students who have had similar experiences themselves. This extra layer of support for first year students has been found to be very effective in helping to smooth the transition to higher education.

Collaboration

One of the most exciting aspects of study at NUA is the opportunity for students to concentrate on their art and design discipline. However, there are also valuable opportunities to learn from the experience of working collaboratively or as part of a team with students on other courses. Collaborative projects may form part of the approved content of a course unit, with the outcomes of the collaboration being formally assessed, or they can be negotiated as part of a learning agreement. The chief benefit of collaborating in this way is that it reflects the realities of professional practice in the creative industries, and thus it enhances students' understanding of the professional context for their work.

Work-Related Learning

All NUA courses offer students opportunities to undertake periods of work placement in order to reinforce their professional development and awareness. Other types of work-related learning emphasised by courses include: guest lectures or workshops led by visiting artists and designers; 'live' projects or commissions for external clients; mentoring by practising artists and designers; and projects which simulate professional practice in the creative sectors. In addition, students are encouraged to participate in regional and national competitions for artists and designers such as the Starpack Packaging Awards and Design & Art Direction Awards, often achieving significant success.

Students also undertake voluntary projects, for example in schools, hospitals and the wider community. This experience is particularly valuable for those who want to pursue a career in teaching or community work. NUA is developing mechanisms by which such activity can be accredited towards a degree. The University regularly takes advice from the creative and cultural industries in order to maintain the currency of its courses and to ensure that the learning experience is relevant to future employment, freelance work and progression to postgraduate study.

Learning and Teaching

All of these features of learning, teaching and assessment are underpinned by NUA's Strategy for Learning, a key document which sets out its principle aims and the ways in which learning and teaching will be enhanced at NUA. Academic and other staff involved in teaching and the support of learning regularly identify and share good practice with colleagues within the University and nationally. Each year NUA recognises the contribution made by staff through the award of a Teaching Fellowship and a number of Teaching and Student Support Awards.

Staff are able to apply for small grants for the development of new approaches to learning and teaching, and for funding to promote the application of their research and creative practice to inform and update their teaching. The University is committed to a learning environment in which traditional forms of learning and teaching are complemented by e-learning, and which is significantly enhanced by its Library and learning resources.

ASSESSMENT

Assessment is the process of evaluating or assessing your learning. Sometimes it will involve consideration of work in progress, while at others it concentrates on work which you have completed and submitted as assessment requirements for each unit of study.

The University assesses you through the coursework that you produce as you complete each unit. Each unit will require that you present a portfolio of work which may include finished pieces of work, written work, your research, and a reflective journal which allows you to evaluate your learning and highlight your strengths and areas for further development.

There are two types of assessment that you will receive while on your course:

- Formative assessment is the process whereby your work and progress are assessed at regular intervals with accompanying feedback from staff in order to help to improve your performance. Staff will provide you with feedback on the progress of your work before you reach the assessment point at the end of the unit. This may take place one-to-one with a tutor (e.g. in a tutorial) or in group sessions.
- Summative assessment is the process whereby your work is evaluated and given a mark at the end of course unit. Summative assessment formally records your achievement of the unit's learning outcomes.

You will be assessed against the approved unit learning outcomes and assessment requirements as outlined in Unit Outlines. Project Briefs guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and so successfully achieve the unit learning outcomes.

Many courses also employ self and peer evaluation or assessment within their overall assessment processes. Self-evaluation and self-assessment require you to reflect upon your learning and performance and to submit this to tutors. Peer evaluation and peer assessment are used when students have been working in teams and require each team member to reflect upon their peers' performance and to submit this to tutors.

Feedback Following Assessment

Formative assessment is itself a process of feedback on your progress. You are also given feedback on your performance following each summative assessment. This is delivered in accordance with your unit outline and with reference to the NUA Student Agreement. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion.

REQUIREMENTS FOR PROGRESSION ON THE COURSE

The general requirements for progression are as follows:

Progression from Year 1 to Year 2 (Honours degree): you must pass all Year 1 units and be awarded 120 credits (FHEQ Level 4)

Progression from Year 2 to Year 3: (Honours degree): you must pass all Year 2 units and be awarded 120 credits (FHEQ Level 5)

If you do not pass a unit at first attempt you will normally be offered at least one further attempt to pass the unit through resubmission. If you do not pass the unit after a resubmission attempt you will not be allowed to progress to the next stage of study and may have your course terminated.

See the University's Student Regulations and Procedures

<http://www.nua.ac.uk/about/information/support/>

If you fail all 120 credits in a year of study you will not normally be offered resubmission opportunity and may have your course terminated, or be required to repeat the year, depending on your circumstances.

REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To qualify for the award of Bachelor of Arts with Honours [BA (Hons)] you must have achieved a pass in all units and be awarded 360 credits.

If you do not complete your course for any reason, you may qualify for an exit award as follows:

- Completion of Year 1 – Certificate of Higher Education (120 credits at Level 4 (FHEQ))
- Completion of Year 2 – Diploma of Higher Education (240 credits with 120 credits at Level 5 (FHEQ))
- Partial completion of Year 3 – BA Degree (Unclassified) (300 credits with 60 credits at Level 6 (FHEQ))

CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

The University may terminate your place on a course if:

- Your attendance is deemed unsatisfactory;
- You do not meet the requirements for progression as set out in the Student Regulations and Procedures;
- You do not pay the University fees and/or any other required payments in line with our Undergraduate or Postgraduate (Taught) Student Tuition Fees Payment policies;
- You are found to have broken specific course or other regulations about student conduct or anti-social behaviour; or
- You need a visa to study at NUA and have broken the terms and conditions of that visa as set out by UK Visas and Immigration (UKVI). UKVI is the part of the Home Office responsible for deciding who has the right to visit or stay in the country, including the right to study.

QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988, and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the [OfS Register](#) and on the [list of recognised bodies](#) published on the UK Government (GOV.UK) website. The OfS regulatory framework will come fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards. From 1 April 2018 until 31 July 2019 the University will be subject to the OfS Transitional Arrangements.

Prior to 2016, the University was quality assured by the QAA. Read [NUA's latest review](#).

Quality in the University is assured by a number of systems and procedures. Many of these notably those which contribute to annual monitoring work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement;
and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.

Date of Course Specification: October 2018