

PART-TIME
Level 8
Online



Certificate in Design Psychology and Framing User Experience

Programme aim:

This module will cover the area of User Experience (UX) and frame it within the field of Interaction design. It aims to offer the student methodologies to allow for deep inquiry, to understand interactions between people, cultures and objects.

This will be achieved by framing behavioral and emotional experiences and acting on these through design practice. It will utilise “real world” research methods (both qualitative and quantitative) with “real users”. It aims to look beyond the narrower remit of user experience within Human Computer interaction (HCI) to assume a more holistic and human centric approach in interaction Design.



Indicative Content:

- User Experience Fieldwork Research
Ethics in research, Fieldwork data collection methodologies (Qualitative), Collating and documentation of user research data
- Research Analysis
Techniques of analysis of research data, Understanding subjective and objective experience, Synthesis of research data for designing, Visualising user experiences and research.
- Designing
Designing for the transition between theory and practice (eg. Storyboards, mood boards, personas), Sketching for user experience, Understanding and designing and creating prototypes for user testing.
- Testing and evaluation
Methods to elicit user feedback, user testing using prototypes, Evaluating user experiences, Report writing through reflection and documentation



On successful completion of this course learners should be able to:

- Conduct relevant field studies to understand user behaviours and experiences.
- Design research methodologies to enquire into user experience.
- Collect, analyse, synthesise and visualise “real world” research.
- Identify and implement design skillsets to act upon research findings.
- Report and reflect on the theoretical and practical process of framing user experiences.

Progression

Graduates of the certificate can progress to the Higher Diploma in Innovative Data Generation, Analysis and Management

How to apply?

Apply now by contacting CIRDAS at insurance.cw@setu.ie or call 059 9175267.

Start Date

TBC

Duration

TBC

Fees

FREE. Course is fully funded by CIRDAS.

Further information

www.insurancesetucarlow.ie
insurance.cw@setu.ie
059 9175267

Entry Requirements

Level 8 degree with a minimum of Second Class Honours, Grade 2 in a related discipline or equivalent.

SETU Carlow Campus operates a Recognition of Prior Experiential Learning (RPL) scheme whereby applicants may be considered, based on relevant work and other experience, for exemptions from programme modules and advanced entry.

All applicants will be considered on a case-by-case basis. The Faculty of Lifelong Learning and CIRDAS reserve the right to require applicants to attend for an interview to determine their suitability for the programme.