



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

MA/PgDip
UX Design &
Applied Innovation



Department of
**Design and
Creative
Media**



User centred clarity

During this course, you will enhance your capabilities in user experience design (UX) and explore strategic design thinking methods underpinned by an end user centred clarity. You will advance your skills in refined innovation processes, improve your visual communication skills, gain an insight into consumer behaviour & digital markets and explore emerging technologies. Typical applicants include, graduates from technical development and digital design backgrounds, current employees from the multinational and SME sectors in both technical and digital design capacity and unemployed graduates seeking to upskill.

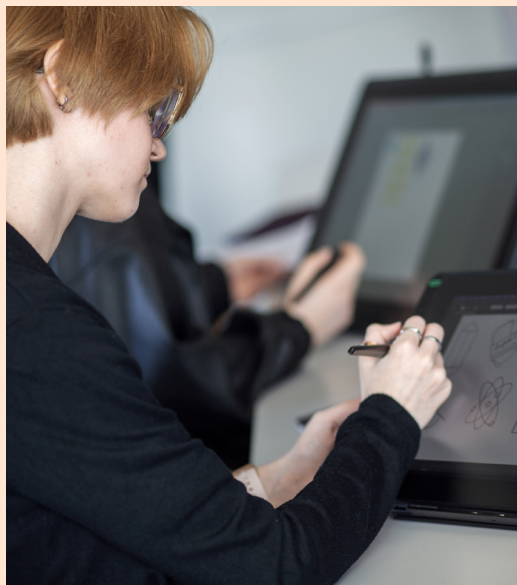
Key features

- > 100% Online
- > Complete a Masters in 1 year
- > 1 day per week 'Live' Online Face 2 Face (for 2x12 week semesters)
- > Work based learning capstone module instead of dissertation
- > Develop a user centred clarity
- > Ideal for current Digitech workers and those seeking employment in the UX sector
- > Leading national and international best practice speakers

Tech sector embraces design culture

The digital explosion of the 21st Century has revolutionised design & innovation. Advances in digital technology has given rise to new forms of products and services, which require creative solutions to increasingly complex problems. Expectations are higher than ever, and an educated, skilled workforce is called for. That's where you come in.

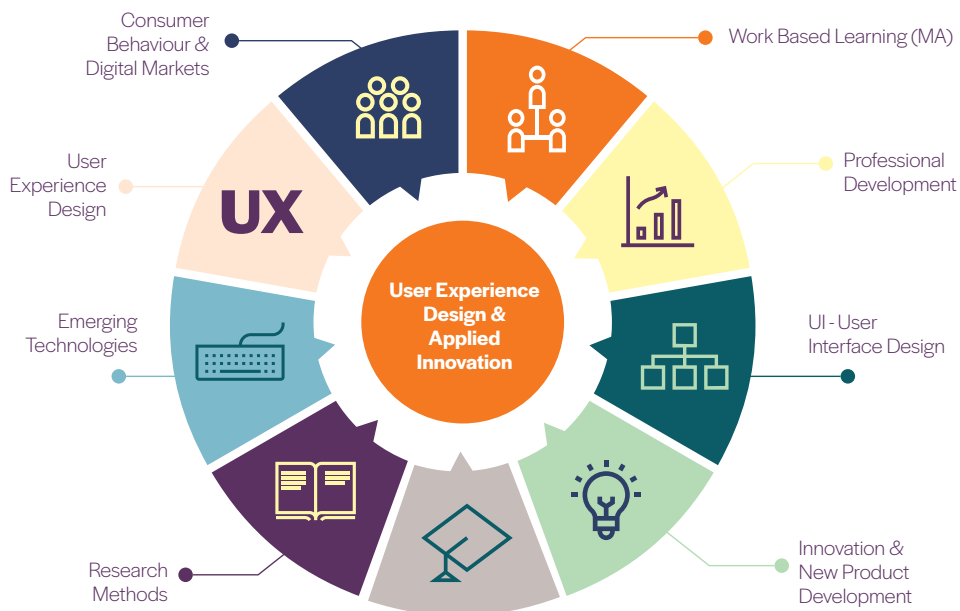
In order to win new markets and thrive, the Irish technology sector has adopted design thinking methods and a user centred approach, encouraging the emergence of a design culture within. This is attracting a skilled workforce. Innovative graduates are in demand as they can think independently and critically, work well as part of a team, multi-task and generate new ideas through debate and discussion.



Long term benefits to employers

This level 9 course acts as a conversion course, teaching transferable and technical skills that will allow participants to upskill within their current employment, attain sustainable work placement/employment or embark on self-employment.

Graduates will be employable in a variety of roles, for example; User Experience Design (UX), Strategic Design & Innovation lab roles, User Interface Design (UI), Design Innovation, Digital Design, Visual & Graphic Communication, User Centred Research, Interactive Design and Service Design.



Programme Structure

The MA/PgDip programme begins in September and runs for two/three academic semesters respectively (12 day commitment in each financial year). Modules include:

- > UX – User Experience Design 10 Credits
- > Consumer Behaviour & Digital Markets 10 Credits
- > Innovation & New Product Development 5 Credits
- > Research Methods 5 Credits
- > UI - User Interface Design 10 Credits
- > Emerging Technologies 10 Credits
- > Professional Development 10 Credits
- > Masters Programme Only Work Based Learning 30 Credits

This course runs one full day per week for approximately 6 hours per session. Some content is recorded.

Testimonials

Professor Martyn Evans, Professor of Design

Head of Manchester School of Art Research Centre

Demand for employees with expertise and skills in User Experience (UX) has grown exponentially in recent years and a tipping point has been reached where the tech sector is sufficiently aware of the value that these competencies can add which will continue to drive demand (c.f. Policy Framework for Design in Enterprise in Ireland and Skills Needs of The ICT & FinTech Sectors in the North West 2018). This is an extremely well-conceived programme. It has the potential to create graduates that are highly sought after by industry. With graduates that understand the complex nature of new product and service development, are able to determine user wants and needs (through a range of user-centred methods), while also possessing an awareness of technical requirements and constraints, the course will develop a significant advantage in the marketplace.

Lucia Fontes

UX Program Manager, Google London

The course looks fantastic. I want to go back to education and take this course! The Consumer Behaviour & Digital Markets module interests me, looking at 'Why' it is important to measure marketing efforts, getting to know your end users/consumers and measuring efforts to inform future plans. I also like the inclusion of a Professional Development module. We, at Google are very aware that diversity and inclusion is paramount and having an opportunity for self-reflection within the course adds unique value to the graduate. The User Experience and User Interface modules are strong and the inclusion of Emerging Technologies allows the course to keep pace with Industry. I am looking forward to seeing some excellent creative user experiences. Keep me posted!

Joe Dunleavy

VP, Global Head of Innovation at Endava

We in Pramerica are very impressed with this brand new offering, the PgDip now available in ATU Donegal. It will provide core learnings for those that sign up to the program. User Experience and UI that are becoming more and more important in delivering technical solutions for our parent company Prudential Financial, Inc. We have no doubt the availability of a quality program like this locally will play a critical role in our continued success in Pramerica. We were fortunate enough to partner with the team at ATU Donegal to help provide our own thoughts on the content and we look forward to placing staff on the program over the next few years. It is a very well designed and rounded program.

Course fee

The fee for this course is €4000 for the Post Graduate Diploma with an additional fee of €1750 payable to complete the Work Based Learning Master's Module.

Industry Scholarships available to all applicants.

How to apply

Applicants should hold a level 8 degree. If you have sufficient relevant work experience, you are also eligible to apply.

Further Information

For more information on the course, contact Nollaig Crombie, Head of Department of Design and Creative Media on E-mail: Nollaig.Crombie@atu.ie

Donald Hannigan, Executive & Professional Education Coordinator:
donald.hannigan@atu.ie / 074 9186206