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Institiúid Teicneolaíochta Leitir Ceannainn  
Letterkenny Institute of Technology

**School/Department:** Department of Design and Creative Media

**Date:** 6 June

**Title of the Programme:**

MA/PG Diploma in User Experience Design & Applied Innovation

MA in User Experience Design & Applied Innovation Research

**Chairperson:** Colin McLean

**Members of the Panel:** Colin McLean, VP for Academic Affairs and Registrar, IT Sligo (Chair), Hugh Law, Terminal4, Adam de Eyto, Head of School of Design, University of Limerick, Danielle Townsend, Head of Department Graphic Design and Aisling Bonner, Research Masters Student LYIT

**Secretary:** Dr Lynn Ramsay

**LYIT Staff:**

### **Criteria for the Validation of a New Programme**

1. The Programme Aims and Objectives are clear and consistent with the Award sought.
2. The Programme concept, implementation strategy are well informed and soundly based.
3. The Programme's Access, Transfer and Progression arrangements are satisfactory.
4. The Programme's written curriculum is well structured and fit for purpose.
5. There are sufficient qualified and capable programme staff.
6. There are sufficient physical resources to implement the programme as planned.
7. The learning environment is consistent with the needs of the programme learners.
8. There are sound Teaching, Learning and Assessment Strategies.
9. Learners enrolled on the Programme will be well informed, guided and cared for.
10. The Programme will be well managed.

### **The panel commends the following:**

1. The quality of the work based learning project
2. The upfront articulation of the programme rationale which is very current in a national context and strongly aligned to local industry need.

(For the attention of the Academic Council)

The Panel of Assessors advises the Academic Council that the Institute and the

School/Department should take cognisance of following recommendations:

1. Semester model needs to be more clearly articulated, in particular where student work continues over the summer period.
2. Design thinking is a contested concept but clear explanation given by programme team; this should be reflected more clearly in the documentation?
3. Clarify entry requirements
4. Map to QQI standards for art and design
5. Include ethics and informed consent where appropriate within modules
6. Include accessibility in UI module
7. Clarify level of work placement module. (L8/L9?)
8. Assessment – outline the interim submissions where there is a large piece of work
9. Change title of module on Innovation and Product Development to Innovation and New Digital Product Development.
10. Emerging technologies- expand to include industries beyond the digital industry
11. Work placement. Clear guidelines for students/industry/LYTT which address issues such as payment and the mutual value of work placement.
12. Reading lists- if essential, ensure that there are multiple copies in the library?
13. Review the equivalence of Learning outcomes of dissertation module in relation to the work based learning project; consider making provision for a professional pitch

Programme Team response to Recommendations of the Panel of Assessors:

The team thank the panel for their support and insightful recommendations.

1. The current structure has been in place for many years and appears to operate well. We believe that the summer period provides a suitable opportunity to students to formulate their autumn submission based on recommendations made by their supervisor in June. Our approach within the school follows our school of business taught masters research policy and procedures - 6th edition, where the interaction and roles of the learners and supervisor have been clearly defined. This policy is working well and exhibits good quality assurance evidenced by student performance, external examiners and visiting professor reviews. Exam boards are held at the end of September.

2. This concept will continue to be a topic for discussion with each intake of learners. The document reflects such intended discussions.

3. We aim to be as inclusive as possible on this programme. While Design is not a pre-requisite, it may act as a strong foundation to some. We have a multidisciplinary approach to the programme and the team span a number of disciplines across the school. Every effort is made to ensure that each participant has an opportunity to engage fully. All applicants will be interviewed.

4. In order to ensure a broad interdisciplinary approach to this programme – we have chosen a generic standard to mapping. This is all reflected in the multidisciplinary approach and interdisciplinary team across several departments within the school.

5. Ethics and informed consent are explicit in the Professional Development module in Semester 10 – All modules explore such issues through research and practice.

6. This issue has been discussed with the programme team. As UI is understood by designers but not necessarily by those from other disciplines, the team have proposed an adjustment to this module. The revised module will be presented to AC in September with a view to delivery in Jan 2020.

7. Level 9 is now clarified in document.
8. This is undertaken with each new intake in collaboration with the teaching team.
9. The “Product” is not always “Digital” – it may be a system or theory.
10. This module has been updated to reflect the broader capabilities of Emerging Technologies.
11. This is addressed in the School Handbook which is issued to all registered students.
12. All essential texts are available in the LYIT library.
13. The School of Business taught masters research policy and procedures provide greater detail and clearly differentiates the structures between various research formats/modes and associated marking schemes. For example, WBL is extensively articulated, clearly reflects level 9 and is research focused. Consideration is given to each of the participants’ learning and experience prior to joining the programme. A fair and equitable assessment is applied to each.

The Panel approve the details of the minor omissions and amendments memorandum table on 6 June to the panel and the final document should be revised accordingly.

The Panel of Assessors advises the Academic Council that approval of the programmes subject to general conditions of approval together with the following additional conditions:

N/A



PART 4 PROPOSED PROGRAMME SCHEDULE(S) please attach final schedule to bottom of the report.

**Title of Award: Master of Arts in User Experience Design and Applied Innovation**

**Area of Specialisation:** User Experience & Innovation  
**Learning Mode Offered:** Full-time/Part-Time  
**Date Effective:** September 2019  
**Stage:** Award

Directed Learning Semester	Module Title	Subject status	ECTS		Hours							Allocation of marks (%)				
			Level	Number	Lecture	Tutorial	Lab/Studio/ Practical	Online	Directed Learning	Independent Learning	Total	Coursework	Final Exam	Total		
<b>SEMESTER 1</b>																
9	User Experience Design - UX	M	9	10	16	-	16	16	16	24	178	250	100	-	100	
9	Consumer Behaviour & Digital Markets	M	9	10	32	-	-	16	16	24	178	250	100	-	100	
9	Innovation & New Product Development	M	9	5	16	-	-	8	8	12	89	125	100	-	100	
9	Research Methods	M	9	5	16	-	-	8	8	12	89	125	100	-	100	
<b>SEMESTER 2</b>																
10	User Interface Design - UI	M	9	10	16	-	16	16	16	24	178	250	100	-	100	
10	Emerging Technologies	M	9	10	16	-	16	16	16	24	178	250	100	-	100	
10	Professional Development	M	9	10	32	-	-	16	16	24	178	250	100	-	100	
10	Work Based Learning Project	E	9	30				Meetings			747	750	100	-	100	

10	Dissertation	E	9	30	Meetings	738	750	100	-	100
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9	Research Methods	M	9	5	16	-	-	8	12	89	125	100	-	100		
<b>SEMESTER 2</b>																
10	Research Dissertation / Major Project	E	9	60	Meetings							1480	1500	100	-	100



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Programme Evaluation Report Approved by:

Colin McLean

Chair to Panel

(VP Academic Affairs and Registrar,

IT Sligo)

Date

6/9/19

Billy Bennett

(VP for Academic Affairs and Registrar,

Letterkenny IT)

Date

10/9/19