

Fundamentals of UX Design

Explore how the core elements of user experience [UX] design can be used to create more effective, engaging and enjoyable digital media interactions.



What is it?

User experience (UX) design uses research, design skills and usability testing to enhance the ways in which a user can interact with a digital product. It involves varied activities, including user research, requirements analysis, user interface and interaction design, prototyping, and user testing. The demand from industry in Ireland for people with these skills has grown in response to the increasing prominence and importance of the field. This course produces skilled and knowledgeable UX designers to fill this gap.

What will I do?

This certificate provides an overview of the difference between usability and user experience, guidelines and principles of UX and interaction design, key stages of the UX design process, how to use the principles of design thinking, problem solving and critical thinking to develop a solution to a UX design problem as part of a team, and the role and benefits of user research and usability testing in UX design practice.

What topics will I study?

This course outlines the field of UX design; explains the key stages of the UX design lifecycle; provides the knowledge, skills and competencies required to design and evaluate solutions to UX design problems. Topics covered include core UX concepts and theory; key UX activities, including user research, prototyping and testing; various typical UX methodologies.

How will I be assessed?

The Certificate is awarded based on the successful completion of two pieces of continuous assessment work, submitted at the end of Term 1 (Week 10) and Term 2 (Week 20).

Who can apply?

This course is suitable for students who have an Undergraduate qualification of 2nd Class Honours or higher at Honours Degree Level. Applications without a Level 8 qualification may be considered based on their prior experience and learning through our RPL (Recognition of Prior Learning) process.

Future Careers

A research report from IADT and Technology Ireland Software Skillnet (2016) found that employees are often working in UX roles and completing UX related tasks without any 'real' training. This course opens up a range of opportunities across a number of areas, including: user research, digital product design, project management, and usability testing.

When do classes take place?

Wednesdays, 7 – 9pm, with exception of final class
Thursday 18th March, 7 – 9pm

30th Sep – 28th Oct + 11th Nov – 9th Dec

6th Jan – 3rd Feb 2021 + 17th Feb – 18th March 2021

Fees

€900

How to apply

E postgradadmissions@iadt.ie

T 01 239 4612

For further information on the course, contact

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