



IN PARTNERSHIP WITH



**Northumbria
University**
NEWCASTLE

BSc (HONS) DIGITAL USER EXPERIENCE

Degree Apprenticeship

Apprenticeship standard:
Digital User Experience
(UX) Professional
(Integrated Degree)



2021/22



QA is one of the UK's leading tech talent and training organisations. Specialists in technology, we provide a comprehensive suite of talent and training services helping individuals and companies to be winners in the digital revolution.

Who are we at QA Higher Education?

With a focus on higher education qualifications, at QA Higher Education we're passionate about supporting our students in fulfilling their potential, arming them with the skills to achieve their career aspirations. Working in partnership with universities, colleges and education specialists in the UK, we recruit, market and deliver a range of programmes from foundation level, to undergraduate and postgraduate degrees and Level 7 qualifications.

QA Higher Education in numbers

10,000+

Students studying with us and our partners



8

Teaching locations across the UK



4

Intakes throughout the year



100+

Courses offered



What are Degree Apprenticeships?

Degree Apprenticeships are a relatively new concept – they are similar to Higher Apprenticeships but differ by allowing the learner to gain a full bachelor's degree (Level 6) or master's degree (Level 7). They combine full-time work with studying. Learners are employed throughout the programme, spending part of their time learning and the rest with their employer.



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PROGRAMME OVERVIEW

The BSc (Hons) Digital User Experience Degree Apprenticeship programme is designed for those who wish to enhance and accelerate their career prospects through engaging in a work-based learning programme. The course provides learners with opportunities to develop their understanding of user experience and digital system design, and capitalise on opportunities for applied learning within the context of their employment.

Northumbria University and QA have a successful track record of developing Degree Apprenticeship courses, and this programme has been created through world-leading research to ensure impact and success for learners.

Personal and professional development will be facilitated through a structured learning programme and supported by a range of learning and work-based learning experiences. This will enable them to embark on a learning programme designed for a career leading or working within a digital user experience context.

Why choose this course?

Designed to enable employers to upskill and invest in their staff through work-based learning, this programme develops understanding of user experience and digital system design. The programme will specifically enable learners to develop, update, extend and deepen their knowledge, technical, behavioural and contextual competence. All whilst underpinning professional skills and behaviours needed to excel as a digital user experience professional working in organisations across sectors.

What is Professional Practice?

These are self-guided modules that allow learners to tailor the programme to the environment they work in. They are an opportunity to develop specialist UX design skills.

FACTS & FIGURES

According to mobile UX statistics, 85% of adults think a business's mobile website should be as good or better than its desktop equivalent. (Visually 2016)



On average, for every \$1 spent in website UX, the company can expect a return of investment up to \$100. (UX Planet 2020)



First impression matters – it takes only 0.05 seconds for users to form an opinion about a website. (cxl.com 2020)



Approximately 5% of all permanent jobs being advertised in IT have a prevalent requirement for UX. This increases to 37.5% when looking at roles in which UX features in role descriptions. (uxdesign.cc 2018)



In a recent survey LinkedIn listed 'UX Design' #5 in its list of top 10 most in-demand hard skills companies need most. (LinkedIn 2020)



A good UX design increases a website's conversion rate up to 200%. (UX Planet 2020)



80% of consumers are willing to pay extra for a better user experience. (UX Planet 2020)



70% of business leaders view UX and CX as a competitive differentiator. (User Zoom, UX Stats)



Careers

The programme will also develop wider personal and leadership skills and management knowledge to strongly equip learners for careers in roles including (but not limited to):

- UX Designer/Engineer
- UX Information Architect
- UX Consultant
- UX Researcher
- UI (User Interface) Designer
- Interaction Designer
- Experience Designer
- UX Product Manager
- UX Analyst

20% off-the-job (OTJ) training

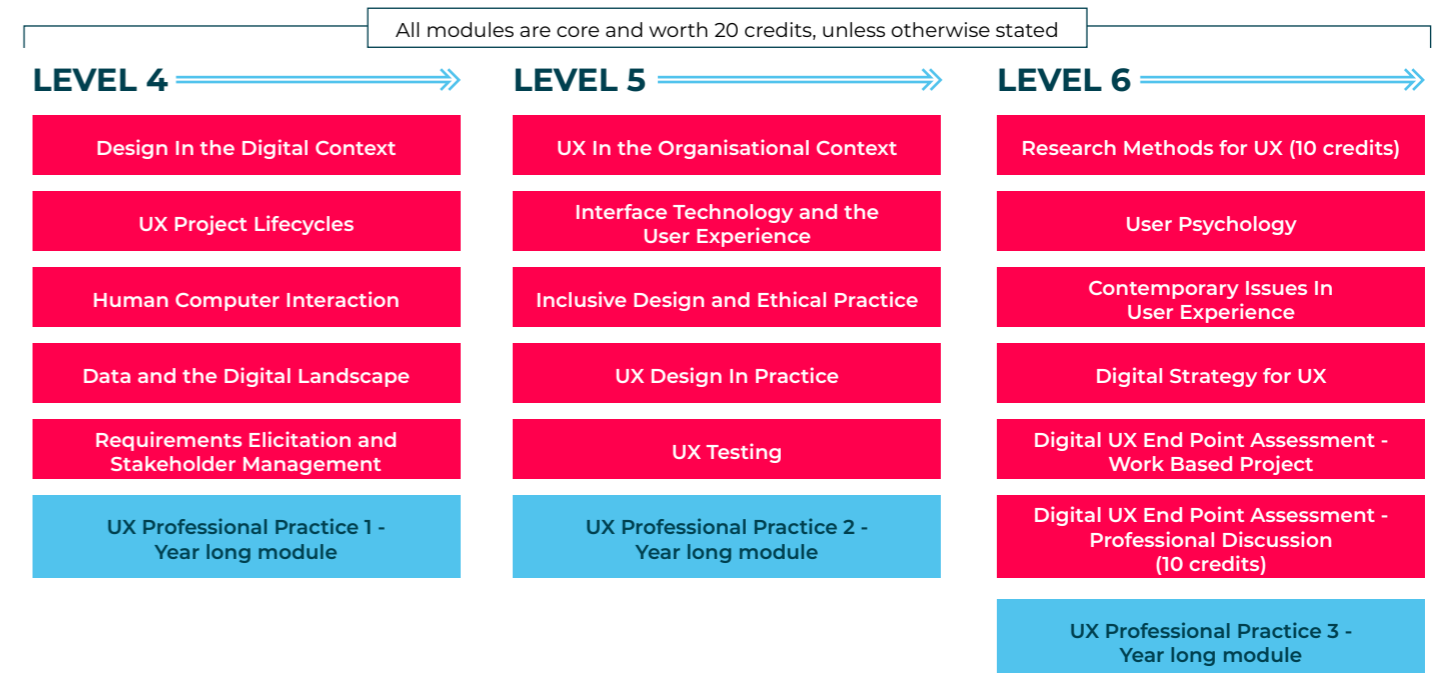
During the apprenticeship, 20% of the learner's working hours should be spent on completing work/tasks contributing to the apprenticeship.

How exactly the 20% OTJ training is executed in real time will differ for each learner and each employer dependent on circumstances and needs, but in general it can include:

- Completing work on knowledge modules
- Completing work towards a professional qualification
- Shadowing or attending mentoring sessions
- Completing in-house training activities relevant to the programme
- Attending module workshops
- Coaching/mentoring
- Independent research

BSc (Hons) Digital User Experience	
Level	Level 6 - undergraduate degree
Degree award	BSc (Hons) Digital User Experience
Apprenticeship standard	Digital User Experience (UX) Professional (Integrated Degree)
Degree awarding body	Northumbria University
Tuition fee	Fully funded by employer through the Apprenticeship Levy*
Entry requirements	120 UCAS Tariff points – You can check points using the UCAS Tariff calculator
English language requirements	GCSE English at Grade C, or equivalent
Mode of study	Part-time, blended and work-based learning
Duration	48 months + End Point Assessment (EPA) (typically 6 months)
Assessment methods	Coursework, exams, presentations and work-based portfolio, End Point Assessment
Start date	October, January, April, July
Locations	London, Birmingham, Manchester, Newcastle, Bristol and Leeds

*For eligible businesses





MODULES

LEVEL 4 MODULES

All modules are core and worth 20 credits, unless otherwise stated.

Design in the Digital Context

A UX professional is expected to have an appreciation of the comprehensive nature of designing products and services in the digital context. The successful completion of this module will ensure that the learner can demonstrate and apply a range of skills and knowledge that will enhance their development as a UX professional.

UX Project Lifecycles

In this module, the learner will discover the advantages and core values of contemporary project lifecycles that place UX as a core value of the solution compared to those of traditional methodologies. In their role, the learner will be expected to provide crucial input and insights at strategic points through the development, improvement and continuous delivery lifecycles whilst appreciating the competing demands of budget, time and quality to ensure the optimal user experience in the end solution.

Human Computer Interaction

The learner will develop an appreciation of fundamental aspects of UX design including key approaches such as User-Centred Design, Data-Led Design and Experimental Testing. In addition, they will explore the importance of a range of qualitative and quantitative research methods into User Experience including traditional HCI methods but also methods used in complementary disciplines such as sociology, psychology and ethnography.

Data and the Digital Landscape

This module will develop the learner's knowledge, understanding and skills in areas including understanding sources and types of data; information architecture and navigation patterns; enhanced decision making using business intelligence and business analytics; data modelling in organisations using approaches such as task modelling, entity-relationship modules, use cases and user stories; business reporting and performance dashboard using data and visualisation and visual analytics; data driven approaches to design and Big Data design patterns.

Requirements Elicitation and Stakeholder Management

Here the learner will be introduced to the various steps in the requirements elicitation process. The module then introduces contemporary requirements elicitation and stakeholder management methods that are being used in industry. The particular emphasis will be on using UX and stakeholder management techniques in requirements elicitation to strengthen this process. Learners will also learn requirements prioritisation techniques to develop a shared understanding of requirements with stakeholders.

UX Professional Practice 1 (Year-long module)

In this module, learners will develop new knowledge and skills in a self-identified aspect of Digital User Experience (relevant to the apprenticeship standard), apply them in their own context, critically analyse the outcome and conduct reflective practice as a means of evaluation.

Working with the module academic team and their employer, the learner will conduct a skills analysis to identify relevant training that can be undertaken. This training can take a number of forms, be it:

- Technical training delivered within the workplace or class environment
- Structured online learning
- A robust research project
- Or, another appropriate form approved by the academic team

Following the completion of the training, the acquired skills will be focused on a specified project or business challenge.

LEVEL 5 MODULES

All modules are core and worth 20 credits, unless otherwise stated.

UX in the Organisational Context

The subject content of the module will be based upon a Research Orientated approach. The learner will be expected to develop their knowledge of topics using relevant and up-to-date literature in advanced UX principles in the organisational context using a research-led approach.

Interface Technology and the User Experience

This module will enable the learner to research, evaluate and apply UX design in a much wider context. The module will discuss UX principles to accommodate different forms of interaction across multiple touchpoints. The learner will experience design techniques for emerging technologies such as virtual reality, robotics, wearables and 3D environments.

Inclusive Design and Ethical Practice

UX professionals must be aware of the professional responsibilities associated with UX and act in an ethical manner. In this module, learners will discover and explore the legal, ethical, professional and regulatory frameworks which impact on the profession.

UX Design in Practice

This module will guide learners to build on their knowledge and skills in digital media design and web design to the theories, techniques, ideas and models involved in designing and building user-friendly, responsive and interactive online experiences, covering aspects:

- Fundamentals of UX Design in Practice
- The design strategy for content management in web or mobile applications
- Fundamentals of Wireframing and prototyping
- Visual Design principles for mobile and web applications
- How to incorporate fundamental visual design principles to create well-designed websites and interactive mobile applications

UX Testing

This module will help learners to identify, collect, analyse, improve, and present metrics that can be used to measure user experience in general and usability, and accessibility in particular. In summary, this module will cover aspects such as:

- Quantitative and Qualitative methods for User Experience (UX) testing
- The importance of UX testing in the development of successful Products and Services
- Understanding UX and expectations
- Application of User Experience mapping techniques
- UX testing with Automated tools
- Applying UX testing to Enterprise and Retail case studies
- Analysing test data for continuous improvement of products and services
- UX Testing Checklist.

UX Professional Practice 2 (Year-long module)

Here learners will utilise previously developed reflective practice skills and further identify new knowledge and skills in an area related to Digital User Experience (relevant to the apprenticeship standard), with which they can then apply to an appropriate project/challenge in their organisation. Working with the module academic team and their employer, the learner will conduct a skills analysis to identify relevant training that can be undertaken. This training can take a number of forms, be it:

- Technical training delivered within the workplace, or class environment
- Structured online learning
- Robust research project
- Alternatively, another appropriate form approved by the academic team.

LEVEL 6 MODULES

All modules are core and worth 20 credits, unless otherwise stated.

Research Methods for UX (10 credits)

The subject content of the module will be based on UX research methods. The learner will be expected to develop their knowledge of topics using relevant and up-to-date literature in UX research areas using a research-led approach. An Enquiry Based approach is also adopted in this module. This involves identifying research problems to solve as part of their major project at the End Point Assessment stage.

User Psychology

As a User Experience (UX) professional, it is essential that a learner understands the context within which their organisation and client organisations operate in terms of creating and maintaining the optimal User Experience through knowledge of user psychology. This module will focus on the relationship between the user experience and psychology by focusing on the empirical and theoretical foundations of user design and psychology and by considering the relationship between humans and technology, branches of 'traditional' psychology including research methods, cognitive, perceptive and behavioural psychology.

Contemporary Issues in User Experience

The module is intended to further develop critical knowledge and skills in the current trends of managing projects within the context of the wider evolving business landscape. Project topics will be shaped by trends emerging from the research domain, as these are flowing into industrial practice. Potential topics covered (with a focus on their relevance towards digital user experience) could include, for example:

- Internet of Things (IoT)
- Artificial Intelligence and UX
- Distributed Cloud-Based Systems
- Augmented Reality/Virtual Reality

Digital Strategy for UX

Here the learner will work with a variety of stakeholders applying UX design techniques to digital products and services that offer solutions or perhaps innovate and disrupt current ways of performing tasks. Product development occurs to meet business needs, therefore UX professionals should have an awareness and understanding of the overarching business strategy and strategic goals of their organisations.

Digital UX End Point Assessment – Work Based Project

This final work-based project is designed to present the learners critical knowledge, academic ability and skill in the field of Digital User Experience. This will take the form of an individually negotiated project, and will be supported by the development of research skills within this module. Successful completion of the project is an essential requirement for degree award.

The Work-Based Project report is an account of a project with which the learner has been involved and must include a critical appraisal of the project, with a critical review of their achievement in the relevant knowledge, skills and behaviour areas of the standard. They will also prepare and deliver a presentation that covers the KSBs assigned to this method of assessment. The presentation will be based on the work-based project report and will cover the report scope, outcomes/ achievements and any difficulties faced/lessons learned and recommendations.

Digital UX End Point Assessment Professional Discussion (10 credits)

As per the End Point Assessment Plan, the professional discussion is a two-way discussion between the learner and an independent assessor to test the in-depth understanding of work and their competency against the knowledge, skills and behaviours mapped to this assessment method. This professional discussion will be underpinned by a portfolio of evidence.

UX Professional Practice 3 (Year-long module)

In this module, the learner will utilise previously developed reflective practice skills and further identify new knowledge and skills in a suitably advanced area related to Digital User Experience (relevant to the apprenticeship standard), with which can then be applied to an appropriate project/challenge in their organisation.

Following the completion of the training, the acquired skills will be focused on a specified project or business challenge. This should allow the application of the skills in a real-world context while providing an opportunity to demonstrate critical exploration of the topic area explored.

For more module-specific information please visit qahighereducation.com/da.

ENTRY REQUIREMENTS

Admission onto a Higher or Degree Apprenticeship can **only take place if applicants are currently employed and once their employer has a training agreement in place with QA**. Applicants must be employed in a relevant role, with the opportunity to apply theoretical concepts directly to their personal and professional work experience.

Potential learners will need :

120 UCAS Tariff points

From a combination of acceptable Level 3 qualifications which may include: A-levels, BTEC Diplomas/Extended Diplomas, Scottish and Irish Highers, Access to HE Diplomas or the International Baccalaureate.

We may also consider applicants who have successfully completed a related Level 3 Advanced Apprenticeship, or those with non-standard qualifications, or a significant amount of relevant work-based or professional experience.

Find out how many points learners' qualifications are worth using the UCAS Tariff calculator:

www.ucas.com/tariff-calculator

English language and Maths requirements

Learners must be able to evidence Level 2 English and Maths before starting their End Point Assessment. They may still begin the programme without these but must obtain the qualifications in order to begin the EPA.

Recognition of Prior Learning and Experience

As part of the admissions process, learners will complete a Skills Scan. This will identify opportunities for a module or level exemption based on their prior learning and experience, in line with the Degree Apprenticeship Standards. Recognition of Prior Learning and Experience will be assessed in line with the university Recognition of Prior Learning (RPL) and HE Credit Framework.

Some learners may be able to use the previous study at a similar level, or experience gained through work or other settings, to gain exemption from certain modules on this programme or to accelerate into a later stage of the programme.

DELIVERY MODEL

Our Degree Apprenticeship delivery methods focus on combining part-time study with work-based learning – providing learners with the right skill sets to advance their careers.

Throughout the programme, learners are also supported by an individual Skills Coach, who helps with applying learning to the workplace. Our Academic Community of Excellence (ACE) Team is also available to help on academic matters outside of the classroom.

Contact hours per module

36 hours total per module (including workshops, online seminars, and other direct contact activities)



Workshops:

- **24 hours** – Level 4
- **18 hours** – Level 5
- **12 hours** – Level 6

Learner independent study time per module

120 hours:
Learner independent learning



Work-based learning time per module

25 hours:
Including continuing professional development and work-placed coaching



Tutor guided independent learning per module

19 hours:
Tutor-guided independent learning





LEARNER SUPPORT

The ACE team

With their huge array of experience in providing guidance to learners, our fantastic Academic Community of Excellence (ACE) team, can help learners with writing in academic styles, reading smarter rather than longer, reference accurately and much more.

Find out more: qahighereducation.com/the-ace-team

ACE team support

One-to-one tutorials



Online workshops



Self-access learning materials



Skills Coaches

Throughout the learners' journey, they will be supported by one of our Skills Coaches, who will help with supporting work-based learning activities, reviewing of progress and with helping them achieve their End Point Assessment.

Workplace Mentors

A Workplace Mentor is appointed by the employer and is typically someone who the learner works with. The Workplace Mentor will be familiar with the Apprenticeship programme and its workplace requirements. They will facilitate the workplace learning opportunities to enable the learner to meet the requirements of the Degree Apprenticeship standard.





OUR PARTNER



Northumbria University NEWCASTLE

Northumbria University is a research-rich, business-focused, professional university with a global reputation for academic excellence.

Northumbria is a UK Top 30 university (The Guardian University Guide 2021).

They work with many leading organisations, including Northumbrian Water, Procter & Gamble, Nissan and the NHS. Over 400 of their courses are accredited by professional bodies and many of their academic staff hold the same professional registrations and accreditations.

They have campuses in London and Amsterdam as well as Newcastle. Northumbria University and QA have a successful track record of developing Degree Apprenticeship courses, and this latest programme has been created through world-leading research to ensure impact and success for learners.

Top 50 in the UK for research power



Research Excellence Framework (REF 2014). The national system for assessing the quality of research in all UK universities.

215,000+



The number of Northumbria University alumni across more than 170 countries worldwide

Top rated UK university



(Times Higher Education Young Universities Rankings 2020)

2nd in the UK for enterprise



Based on the turnover for business start-ups (HEBCIS 2018/19)



FEES & FINANCE

There is no cost to the learner as a degree apprentice. Degree Apprenticeships are fully funded by the Apprenticeship Levy through the learner's employer.

If you're an employer, the total funding for this programme is **£25,000**



Travel expenses to travel to QA centres should be covered by the employer



All textbooks are provided free of charge as e-books. Any learners wishing to use paper copies will need to pay for these themselves, typically at an average cost of £30 per book



What about non-levy paying organisations?

Employers that do not accrue their own levy funds still have access to funding but in a different way.

Employers are required to cover 5% of the negotiated price of delivery directly to the training provider. This is often paid in single up front payment. Further conditions apply.



END POINT ASSESSMENT (EPA)

What is it?

End Point Assessments (EPA) are designed to ensure a learner can prove they have the required knowledge and behaviours to demonstrate competency in their respective job role. EPA requirements are different for each standard. Each apprenticeship has its own assessment plan; details of each specific EPA are within the assessment plan.

EPAs can only start once the employer has agreed that the learner is consistently working at or above the level set out in the standard. This is a mandatory requirement of all apprenticeships along with the evidence of achievement of Level 2 in Maths and English (functional skills). This point is known as 'Gateway' and marks the end of the on-programme activities and the start of the EPA.

Who attends the EPA?

This will depend on what the assessment plan stipulates, it might only be the apprentice and the Independent Assessor (IA), it could include a number of IAs, the learner's manager, an industry expert and a representative from QA.

What happens at the EPA?

Again, it depends on the assessment plan but it is common to see a presentation with Q&A, an interview, a professional discussion and occasionally work tasks. The assessment can take between one hour and two weeks, the assessment plan will provide further information.

Before completing their EPA, learners must have:

- Passed all the other modules in this programme
- Agreement from their employer that they are ready for the EPA
- Completed the e-portfolio
- Completed level 2 English and Maths qualifications (if not already achieved)



HOW TO APPLY

- ➔ To apply for this or another Degree Apprenticeship course, please complete our enquiry form.
qahighereducation.com/da/employers
- ➔ One of our account managers will be in touch to discuss your needs and to introduce the onboarding process.
- ➔ Launch your employees on their Degree Apprenticeship journey and watch them soar.



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This information is correct as of publishing in April 2021. The University and QA Higher Education reserve the right to withdraw or change the programme included in this flyer. These changes will only be made as a result of UK legal compliance, minimum learner number requirements, changes to apprenticeship standard or for course validation reasons and applicants will be contacted at the earliest opportunity in the instance of these changes occurring. For the most up-to-date source of information, please visit our website.