

<b>Short Title:</b>	Universal Design <b>APPROVED</b>
<b>Full Title:</b>	Universal Design
<b>Module Code:</b>	DMED H1026
<b>ECTS credits:</b>	5
<b>NFQ Level:</b>	6
<b>Module Delivered in</b>	<a href="#">4 programme(s)</a>
<b>Module Contributor:</b>	Margaret Kinsella
<b>Module Description:</b>	This module provides learners with knowledge of the important conceptual, theoretical, social, technical and design issues associated with universal interaction design. The module is designed to provide learners with the knowledge required to design and deliver products that are cognisant of universal principles of access, usability and inclusivity.
<b>Learning Outcomes:</b>	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> <li>1. Describe the principles and standards of universal design</li> <li>2. Understand the importance of designing for diverse audiences</li> <li>3. Evaluate the effect human and technical factors have on the design</li> <li>4. Assess the practical and technical issues to be considered when designing interactive products to provide optimal access for diverse users</li> </ol>	

**Module Content & Assessment**

<b>Indicative Content</b>
<b>Universal Design Introduction</b> • Principles and benefits of universal design. • Definitions of usability/design standards
<b>Human Factors</b> • Physiological and psychological aspects of usability design • Universal design for learning
<b>Accessibility Issues</b> • Policies, guidelines & legalisations: Irish, European & International • Interface design – validation, platform independence, consistency, compliance, special needs.
<b>User/Design Heuristics</b> • User/design heuristics for screen and immersive interactive applications
<b>Testing and Evaluation</b> • User research and usability methods and practices
<b>Participatory Design</b> • Role of a designer as human-computer interface expert and the interpreter of user demands

<b>Indicative Assessment Breakdown</b>	<b>%</b>
Course Work Assessment %	100.00%

<b>Course Work Assessment %</b>				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Project	End user research project with presentation. Research, select and interview end user(s), enhancing listening, observational and recording skills. Reflect on design as an enabler and a disabler. Using seven principles for design suggest best practise design models.	1,2,3,4	100.00	n/a

No Final Exam Assessment %
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**ITB reserves the right to alter the nature and timings of assessment**

**Indicative Module Workload & Resources**

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	30.00
Every Week	45.00

Resources
<i>Recommended Book Resources</i>
<p>William Lidwell, Kritina Holden, Jill Butler 2010, <i>Universal Principles of Design</i>, Rockport Publishing [ISBN: 008-066500564]</p> <p>Bruce Hannington, Bella Martin 2012, <i>Universal Methods of Design</i>, Rockport Publishing [ISBN: 978-1-592-537]</p> <p>Yvonne Rogers, Helen Sharp, Jenny Preece 2015, <i>Interaction Design</i>, Wiley [ISBN: 978-1-119-020]</p> <p>edited by John Clarkson... [et al.] 2003, <i>Inclusive design</i>, Springer [ISBN: 1-85233-700-1]</p>
<i>Supplementary Book Resources</i>
<p>Simeon L. Keates, P. John Clarkson, <i>Countering Design Exclusion</i>, Springer [ISBN: 1-85233-769-9]</p> <p>Jenny Le People, Robert Scane, <i>User Interface Design</i>, Crucial [ISBN: 1-903337-19-4]</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p><b>Dropbox: CEUD 2013, <i>Universal Design Module Resources</i></b></p> <p><b>Internet based resource: <i>Inclusive Design Toolkit</i></b>  <a href="http://www.inclusivedesigntoolkit.com">http://www.inclusivedesigntoolkit.com</a></p> <p><b>Internet based resource: <i>National Centre for Accessible Media</i></b>  <a href="http://ncam.wgbh.org/resources/demos.htm">http://ncam.wgbh.org/resources/demos.htm</a></p> <p><b>Internet based resource: <i>Centre for Excellence in Universal Design (CEUD)</i></b>  <a href="http://www.ceud.ie">http://www.ceud.ie</a></p>

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
BN_DDME8	<a href="#">Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]</a>	2	Mandatory
BN_BDMKT_8	<a href="#">Bachelor of Arts (Honours) in Digital Marketing</a>	2	Elective
BN_DDME7	<a href="#">Bachelor of Arts in Creative Digital Media [180 ECTS credits]</a>	2	Mandatory
BN_BDMKT_7	<a href="#">Bachelor of Arts in Digital Marketing</a>	2	Elective