Programme Specification

1.	**Programme title**	MA User Interface and User Experience (UI UX) Design MA User Interface and User Experience (UI UX) Design with Professional Placement
2.	**Awarding institution**	Middlesex University
3a	**Teaching institution**	Middlesex University: London
3b	**Language of study**	English
4a	**Valid intake dates**	September
4b	**Mode and duration of study**	FT – 1 year FT with Professional Placement – 2 years PT – 2 years PT with Professional Placement – 3 years
4c	**Delivery method**	On-campus
5.	**Professional/Statutory/Regulatory body** (if applicable)	N/A
6.	**Apprenticeship Standard** (if applicable)	N/A
7.	**Final qualification(s) available**	MA UI UX (User Interface User Experience) Design MA User Interface and User Experience (UI UX) Design with Professional Placement PGDip UI UX (User Interface User Experience) Design PGDip UI UX (User Interface User Experience) Design with Professional Placement PGCert Creative Technologies
8.	**Academic year effective from**	2026/27

9. Criteria for admission to the programme

Appropriate qualifications or experience:

- We celebrate inclusivity and diversity and welcome applicants without the normal qualifications but who have extensive and substantial work experience in appropriate fields.
- A good undergraduate degree (normally a 2:2 or better) in a subject-specific or related design subject, or a recognised, equivalent professional qualification.
- Applicants with a good undergraduate degree in an unrelated subject but with substantial professional experience within the field of Graphic Design and or UI UX, and able to demonstrate an aptitude for working in the subject at postgraduate level.
- In all cases, admission to the programme is dependent on:

- evidence of subject-related knowledge and skills, and of critical subject engagement, demonstrated through an annotated digital portfolio of relevant academic and professional work submitted in a suitable format.
- sufficient command of the English language. Applicants for whom English is not their first language must provide evidence of attainment to an IELTS overall score of 6.5 (with 6.0 in each component), or equivalent qualification.
- at least 1 supportive academic, and/or where relevant, professional reference.

The University aims to ensure that its admissions processes are fair, open and transparent and aims to admit students who, regardless of their background, demonstrate potential to successfully complete their chosen programme of study where a suitable place exists and where entry criteria are met. The University values diversity and is committed to equality in education and students are selected on the basis of their individual merits, abilities and aptitudes. The University ensures that the operation of admissions processes and application of entry criteria are untaken in compliance with the Equality Act.

We take a personalised but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form. This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

10. Aims of the programme

The programme aims to:

- Develop advanced expertise in human-centered interaction design, enabling students to design intuitive, inclusive, and ethical digital interfaces and experiences.
- Equip students with advanced technical, strategic, and research skills to innovate in user interface design, user experience design, and service development.
- Enable students to critically explore the impact of artificial intelligence, automation, and emerging technologies on interface aesthetics, usability, and UX practices.
- Foster critical awareness of cross-cultural, accessibility, and international design challenges in the development of digital products and services.

- Embed the principles of the Design Council Skills for Planet Blueprint within the everyday design practice of graduates to develop a Green Design Mindset.

Prepare graduates for professional careers as UI/UX designers, product designers, strategists, and design leaders across diverse global industries.

11. Programme learning outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of:

1. Theories, methods, and practices of user interface design, user experience design, and service design within global and cross-cultural contexts.
2. The implications of artificial intelligence, automation, and emerging technologies on interface aesthetics, usability, accessibility, and ethical design practice.
3. The social, cultural, and environmental responsibilities of UI/UX design, including issues of inclusion, accessibility, and sustainability, with reference to the Design Council's Skills for Planet Blueprint.
4. UX research principles, prototyping concepts, and interface testing frameworks, and how these theoretical approaches underpin evidence-based design decisions.

B. Skills

On completion of this programme the successful student will be able to:

1. Design inclusive, user-centered interfaces and experiences using advanced prototyping, interaction design, and evaluation tools.
2. Apply UX research methods, usability testing procedures, and interface evaluation techniques to iteratively improve digital products and services.
3. Employ ethical, inclusive, and sustainable practices in UI/UX projects to develop a Green Design Mindset grounded in critical frameworks and industry standards.
4. Lead collaborative and cross-disciplinary UI/UX projects, demonstrating strategic thinking, agile methods, and responsiveness to technological and industry change.

12. Teaching/learning methods

- **Seminar discussions & Presentations:** to develop effective communication and presentation skills with a focus on critical evaluation, and to communicate module content while incorporating, where appropriate, flipped-classroom elements that support extended discussion and application.
- **Specialist subject & Group tutorials:** to consider the project from a creative perspective and to discuss the approach to self- managed learning.
- **Research:** to consider a wide range of theoretical and practical examples.
- **Writing support:** the writing support team will be available to support written work.
- **Online platforms:** to disseminate teaching materials and support peer-based discussion groups.
- **Independent Study:** to promote the development of autonomy in research, critical analysis, decision-making, planning and self-management, and cultivate independent practice.

- **Making workshops (2D, 3D, 4D):** To explore ideas, materials, technologies, and processes across various mediums to refine working methods.

Peer and self-evaluation: To build critical thinking, evaluation skills, and assessment literacy through reflective practice.

[1]Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours	FT 12	PT 6
Approx. number of hours of independent study per week (at each level of study, as appropriate)	FT 38	PT 19
Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate). *Where relevant, provide further details under 13c below.*	FT	PT

13. Employability

13a Development of graduate competencies

Leadership and Influence

At the MA level, students are expected to take ownership of their research interests and design projects through self-directed inquiry. They will lead complex projects, working across disciplines and with external collaborators, refining their ability to drive change and shape the future of design. By engaging with live projects, real-world case studies, and industry partners, students develop the leadership skills and strategic thinking needed to take on influential roles within the industry.

Entrepreneurship

Entrepreneurship is a key focus of the MA programme, as students are encouraged to think beyond traditional roles and develop their own design initiatives. MA students will gain experience in negotiating larger, more complex projects, looking for potential opportunities for development within a given environment. Students will be challenged to pitch ideas and participate in competitions while developing skills to organise and collaborate with professionals from various sectors. Self-directed projects in the latter stages of the programme enable students to explore multiple directions, aligning their personal and professional aspirations with market opportunities and emerging industry trends.

Communication, Empathy, and Inclusion

Effective communication and empathy are critical skills for MA-level designers, particularly when addressing complex, multifaceted projects. MA students will further develop their ability to communicate their design ideas persuasively to diverse audiences, including stakeholders, clients, and collaborators. The programme will deepen their understanding of inclusive design practices, with an emphasis on human-centered, empathetic approaches to solving design challenges.

Curiosity and Learning

MA students are expected to demonstrate a high level of intellectual curiosity and a

[1] This information will be used as part of our submission to Discover Uni (previously Unistats).

commitment to lifelong learning. At the MA level, students are encouraged to take ownership of their learning journeys by engaging in targeted research and design projects that push the boundaries of the UI UX discipline. They are challenged to continually explore new ideas, trends, and technologies and to critically evaluate how these innovations might impact the future of UI UX. Throughout the programme, students will reflect on their learning processes, adapting and evolving their practices as they engage with cutting-edge research and global design challenges.

Collaborative Innovation

Studio-based learning fosters collaboration and shared creativity. Working alongside staff, peers, and the wider community of practice encourages students to exchange ideas, challenge perspectives, and co-create solutions. Through this collaborative environment, students develop the confidence to innovate collectively and contribute to the evolving landscape of contemporary design practice.

Resilience and Adaptability

Resilience and adaptability are crucial at the MA level, as students are tasked with navigating the complexities of real-world design challenges. The programme encourages students to develop resilience by critically engaging with feedback, learning from failures, and iterating their designs to meet high standards. Through advanced studio work and tutorials, MA students will encounter a range of professional scenarios, helping them build the flexibility and adaptability needed to thrive in a rapidly changing industry.

Technological Agility

Technological proficiency is essential for MA graduates, and the programme integrates advanced digital skills, including the use of cutting-edge software, fabrication technologies, and augmented reality (AR) applications. At the MA level, students are expected to not only use these technologies proficiently but also to critically evaluate and innovate with them, positioning themselves at the forefront of digital advancements in design.

Problem Solving and Delivery

MA students will develop advanced problem-solving skills, learning to approach design challenges from strategic, systems-thinking perspectives. Feedback from tutors, members of the cohort and other commentators, test the design process led approach to problem solving. The programme will focus on enabling students to handle complex, multi-layered problems, integrating research, creativity, and project management to deliver robust solutions to a deadline.

13b Employability development

The students are able to take one of three work experience modules (either 15 or 30 credits) and will have the opportunity to be placed on active productions through the MDX Studios scheme. Modules on business skills and AI also teach the students about the realities of working in the industry.

13c Placement and work experience opportunities (if applicable)

Students must choose one of three credit-bearing work experience modules (either 15 or 30 credits). On the extended version of the programme, they also have the opportunity to take two additional non-credit-bearing work experience modules.

Throughout this course, students have access to various optional opportunities to enhance their professional experience and industry connections. These include:

- Taking on freelance projects
- Responding to competition briefs
- Building connections with alumni and research groups associated with the course

13d Future careers / progression

Graduates of the MA UI/UX Design are equipped with advanced skills in user experience, interface design, and emerging digital technologies, preparing them for diverse roles across creative, technical, and strategic sectors.

Typical career pathways include:

- UX Designer / User Experience Researcher
- UI or Digital Interface Designer
- Product or Interaction Designer
- Service Designer
- Accessibility and Inclusive Design Specialist
- AR/VR or Immersive Experience Designer
- Conversational or Voice Interface Designer
- AI Interaction or Personalisation Designer
- Design Systems or Visual Design Lead
- UX Lead, Design Manager, or Creative Director

14. Assessment methods

15. Programme structure (level of study, modules, credits and progression requirements)

15a Structure of the programme.

Full time structure

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Storytelling and Worldbuilding 15 credits Optional **Creative Practice and AI** 15 credits Optional	**Planet-Centred Design** 15 credits Optional **AI in Design Workflows** 15 credits Optional	**Human Centred UX Design** 15 credits Compulsory **Social Media Strategy and Analytics** 15 credits Optional	**Emerging Interfaces and UI Futures** 15 credits Compulsory **Business Skills for Creative Practice** 15 credits Optional	**Major Project** 60 credits Compulsory

Work Experience 1
15 credits
Optional

Work Experience 2
30 credits
Optional

Work Experience 3
15 credits
Optional

Full time structure with Professional Placement

Year 1

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Storytelling and Worldbuilding 15 credits Optional **Creative Practice and AI** 15 credits Optional	**Planet-Centred Design** 15 credits Optional **AI in Design Workflows** 15 credits Optional	**Human Centred UX Design** 15 credits Compulsory **Social Media Strategy and Analytics** 15 credits Optional	**Emerging Interfaces and UI Futures** 15 credits Compulsory **Business Skills for Creative Practice** 15 credits Optional	**Preparing for the Professional Placement** 0 credits Compulsory

Work Experience 1 15 credits Optional **Work Experience 2** 30 credits Optional **Work Experience 3** 15 credits Optional

Year 2

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Work Experience 5 0 credits Optional **Work Experience 4** 0 credits Optional		**Work Experience 4** 0 Credits Optional		**Major Project** 60 credits Compulsory

Indicative Part time structure

Year 1

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Storytelling and Worldbuilding 15 credits Optional **Work Experience 1** 15 credits Optional **Work Experience 2** 30 credits Optional **Work Experience 3** 15 credits Optional	**AI in Design Workflows** 15 credits Optional	**Social Media Strategy and Analytics** 15 credits Optional	**Business Skills for Creative Practice** 15 credits Optional	

Year 2

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Creative Practice and AI 15 credits Optional **Work Experience 1** 15 credits Optional **Work Experience 2** 30 credits Optional **Work Experience 3** 15 credits Optional	**Planet-Centred Design** 15 credits Optional	**Human Centred UX Design** 15 credits Compulsory	**Emerging Interfaces and UI Futures** 15 credits Compulsory	**Major Project** 60 credits Compulsory

Indicative Part time structure with Professional Placement

Year 1

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Storytelling and Worldbuilding 15 credits Optional **Work Experience 1** 15 credits Optional **Work Experience 2** 30 credits Optional **Work Experience 3** 15 credits Optional	**AI in Design Workflows** 15 credits Optional	**Social Media Strategy and Analytics** 15 credits Optional	**Business Skills for Creative Practice** 15 credits Optional	

Year 2

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Creative Practice and AI 15 credits Optional **Work Experience 1** 15 credits Optional **Work Experience 2** 30 credits Optional **Work Experience 3** 15 credits Optional	**Planet-Centred Design** 15 credits Optional	**Human Centred UX Design** 15 credits Compulsory	**Emerging Interfaces and UI Futures** 15 credits Compulsory	**Preparing for the Professional Placement** 0 credits Compulsory

Year 3

Semester 1	Semester 1	Semester 2	Semester 2	Semester 3
Work Experience 5 0 credits Optional **Work Experience 4** 0 credits Optional		**Work Experience 4** 0 Credits Optional		**Major Project** 60 credits Compulsory

15b Levels and modules		
Compulsory (Core)	**Optional (Elective)***	**Progression requirements**
Human Centred UX Design Emerging Interfaces and UI Futures Major Project	Creative Practice and AI Storytelling and Worldbuilding Business Skills for Creative Practice AI in Design Workflows Planet-Centred Design Social Media Strategy and Analytics Work Experience 1 Work Experience 2 Work Experience 3	Students must pass at least 90 credits before progressing to the Major Project module. Students on the Professional Placement (2 year) version of the programme must pass at least 90 credits before progressing onto the Professional Placement module(s) (ACI4421 or ACI4422).

*Please refer to your programme page on the website re availability of option modules

15c Non-compensatory modules	
Module level	**Module code**
7	Major Project DUX4050

16. Programme-specific support for learning

- Excellent facilities including printmaking workshops, photographic studios, darkrooms, reprographics studio and digital media facilities. Each area has dedicated technical staff providing support and inductions.
- Graphic Design studios provide studio space, studio printers, studio computers with up-to-date software, live streaming facilities and presentation screens.
- Students are supported in their learning by Library and Learning Enhancement staff in addition to the academic and technical staff within the programme.
- The library provides online and physical resources, including specialist books, journals, multimedia and special collections.
- The library provides online research tools, a specialist dedicated librarian, bookable study spaces and a research repository.
- Online learning resources will be delivered through our Virtual Learning Environment.

- Online platforms will support learning activities, provide collaborative online spaces, to provide discussion forums, tutorial discussion, weekly updates, events, mentoring systems and a visual wall to share work in progress.
- Students have access to the latest creative software, along with digital media support and the ACI online learning and making resource.
- MDX Studios initiative providing access to industry professionals and real-world productions

17. HECos code(s)	100736 human-computer interaction 70% 100440 digital media 30%

18. Relevant QAA subject benchmark(s)	Art & Design, 2020 Communication, Media, Film and Cultural Studies, 2024

19. University Regulations
This programme will run in line with general University Regulations: University regulations

20. Reference points
University regulations Middlesex Learning and Quality Enhancement Handbook (LQEH) Education for Sustainable Development QAA Qualification Characteristics Statement, 2020 Knowledge into Action, Middlesex University Strategy 2031

21. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

22. Curriculum map for MA UI UX (User Interface User Experience) Design

22a Programme learning outcomes

Knowledge and understanding	
A1	Theories, methods, and practices of user interface design, user experience design, and service design within global and cross-cultural contexts.
A2	The implications of artificial intelligence, automation, and emerging technologies on interface aesthetics, usability, accessibility, and ethical design practice.
A3	The social, cultural, and environmental responsibilities of UI/UX design, including issues of inclusion, accessibility, and sustainability, with reference to the Design Council's Skills for Planet Blueprint.
A4	UX research methods, prototyping, and interface testing workflows, and how these inform evidence-based design decisions.
Skills	
B1	Design inclusive, user-centered interfaces and experiences using advanced prototyping, interaction design, and evaluation tools
B2	Apply UX research methods, usability testing, and interface evaluation to optimise digital products and services.
B3	Employ ethical, inclusive, and sustainable practices in UI/UX projects to develop a Green Design Mindset grounded in critical frameworks and industry standards.
B4	Lead collaborative and cross-disciplinary UI/UX projects, demonstrating strategic thinking, agile methods, and responsiveness to technological and industry change.

Programme learning outcomes							
A1	A2	A3	A4	B1	B2	B3	B4
Highest level achieved by all graduates							
7	7	7	7	7	7	7	7

22b Mapping by level of study and module

Module Title	Module Code by Level of study	A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4
Level of study: 7									
Storytelling and Worldbuilding	ACI4401	X		X		X			X
Creative Practice and AI	ACI4402		X	X				X	
Business Skills for Creative Practice	ACI4403	X							X
AI in Design Workflows	DES4001		X		X	X	X		X
Planet-Centred Design	DES4002			X				X	X
Social Media Strategy and Analytics	DES4003	X	X	X			X	X	
Work Experience 1	ACI4410	X		X					
Work Experience 2	ACI4411	X			X		X	X	
Work Experience 3	ACI4412	X		X				X	X
Compulsory Modules									
Human Centred UX Design	DUX4000	X		X	X	X	X	X	
Emerging Interfaces and UI Futures	DUX4001	X	X			X			X
Major Project	DUX4050	X	X	X	X	X	X	X	X