



CERTIFICATE OF VALIDATION

New validation

Validation Process: **New**

Provider Name	Dublin Business School
Date of Validation	09-Sep-21

	Code	Title	Award	Exit
Principal Programme	PG24533	Higher Diploma in Science in Interaction Design and User Experience	Higher Diploma in Science (Higher Diploma at NFQ Level 8) 8M21577 60 credits	N/A
Embedded Programme	N/A			

	First Intake	Last Intake
Enrolment Interval	01-Sep-21	31-Aug-26

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
Maximum Intakes per Annum:	3	1	Full Time, Part Time
Minimum Learners per Intake:	5	5	
Maximum Learners per Intake:	75	75	
Duration (months)	12	18	

Target Learner Groups

This programme is primarily aimed at non-technology graduates who wish to advance their careers by gaining skills and knowledge for a career in user experience design in order to play an active role in the digital marketing, visual communications design function of their organisation. Typical personas include those who wish to upskill or reskill due to changes in employment; those who wish to gain user experience skills and knowledge for career expansion/ enhancement and those who have found themselves in a digital marketing/ interaction design role in their company and wish to acquire a user experience qualification for sustainability in their career. The programme will therefore be of interest to those who wish to future-proof their career, are either in employment and who require cross-skilling or up-skilling in user experience design skills or those out of employment who wish to reskill and change careers. They will, upon completion of this programme, be able to enter the user experience design sector and hold a general or expanded role in the visual communications design function of their organisation.

This programme is aimed at learners with a Level 8 honours bachelor's degree in a non-cognate area who wish to specialise in the field of user experience design with a view to entering industry, progress professionally or to undertake postgraduate studies in a related field. Learners with a Level 7 ordinary bachelor's degree in a cognate area may also find this programme of interest.



Brief Synopsis of the Programmes

The DBS programme enables learners to acquire knowledge and skills in user experience design in order to apply these skills in a real-world context in the design and evaluation of interactive systems. Topics covered include an introduction to user experience (UX); digital content and storytelling, insights into how social, cognitive and behavioural psychology relates to UX design and how reward and motivation are part of game-based learning; a focus on user-research design; how to design for accessibility using universal design principles; an understanding of digital marketing analytics and metrics; a key focus on user experience analysis, the learner will develop an immersive (game) narrative for a specified user group to attempt identified tasks. Through discovering the user experience context and the industry-standard tools and specific project deliverables in design, learners will be able to apply their learning in personal and professional contexts. The programme has been designed for learners with non-cognate backgrounds and an interest in this area. Graduates of the DBS programme will acquire foundational knowledge in user experience design which will enable them to pursue future study and/or career advancement in this area. The high-quality student experience which this programme aims to deliver will equip graduates with essential skills in user design experience.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions
5. Group Discussions/Interactions
6. Lectures / Classes
7. Practical Sessions
8. Practical/workshop/Laboratories/studio sessions
9. Self Directed Learning
10. Tutorials
11. Webinars

Approved Countries

Ireland

Physical Resource Requirements

Learners are required to have ongoing access to a computer, related software and a reliable internet connection. Learners will be provided with a full online induction which provides an introduction to the College generally as well as an IT induction and sessions on learning online. There is no programme-specific technology required for the programme.



Staff Profiles	Qualifications and Experience	WTE
Course Director	The Course Director for this programme will have a minimum of a NFQ Level 9 Postgraduate Diploma or Masters qualification in User Experience, Digital Marketing, Marketing, Business, Computing, Technology, IT, or a related field or related areas along with programme management/ academic leadership experience.	0.01
Lecturer	<p>Staff delivering this programme will hold a minimum of a Level 9 Postgraduate Diploma or Master’s degree in User Experience, Digital Marketing, Marketing, Business, Computing, Technology, IT. in the following, or a related area:</p> <ul style="list-style-type: none"> ● Marketing ● Digital Marketing ● Data Analytics ● Social Media Marketing ● Marketing Technology ● Computing ● Software Engineering & Development ● Cloud Computing ● Web Development ● Universal Design <p>Holders of Level 8 honours Bachelor’s degrees in a relevant discipline, who are exceptionally qualified by virtue of significant senior industry experience, will also be considered.</p> <p>6 part-time lecturers and 2 full-time lecturers. This programme can be delivered through current faculty.</p>	0.5
Administration and Support	Library, Admissions, Student Experience, Finance etc. Experience and qualifications relevant to the role.	0.64

Approved Centres	Centre	Minimum Number of Learners per Intake per Centre	Maximum Number of Learners per Intake per Centre
	38628L Dublin Business School	5	150

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	N/A		

Learner Teacher Ratios	Learning Activity	Ratio
	Lecture classroom-based sessions	1:75
	Workshops	1:25
	Practical lab sessions	1:35
	Online class (broadcast live)	1:75
	Online tutorial (interactive)	1:25

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	N/A		



Conditions of Validation of the Programmes Covered by this Certificate of Validation

Part 1: Statutory Conditions of Validation

The statutory (section 45(3) of the 2012 Act) conditions of validation are that the provider of the programme shall:

1. Co-operate with and assist QQI in the performance of QQI's functions in so far as those functions relate to the functions of the provider,
2. Establish procedures which are fair and consistent for the assessment of enrolled learners to ensure the standards of knowledge, skill or competence determined by QQI under section 49 (1) are acquired, and where appropriate, demonstrated, by enrolled learners,
3. Continue to comply with section 65 of the 2012 Act in respect of arrangements for the protection of enrolled learners, if applicable, and
4. Provide to QQI such information as QQI may from time to time require for the purposes of the performance of its functions, including information in respect of completion rates.

Part 2 Conditions of Validation Established by QQI Under section 45(4)(b) of the 2012 Act

Part 2.1 Condition of Validation Concerning a Change in the QQI Award or Award Standard

1. Where QQI changes an award title, an award specification or an award standard that a programme depends upon, the provider shall not enrol any further learners on the affected programmes unless informed otherwise in writing by QQI (e.g. by the issue of a revised certificate of validation). The programme is considered validated for learners already enrolled on the affected programme.

Part 2.2 Condition of Validation Concerning the Duration of Enrolment

1. The duration of enrolment is the interval during which learners may be enrolled on the validated programme.

Validation is determined by QQI for a specified number of years of enrolment appropriate to the particular programme as indicated on the certificate on validation subject to unit 9.2.1. It is a condition of validation that the programme does not enrol any new learners outside this interval. A typical duration would be five years.

If a provider wishes to continue to enrol learners to the programme beyond this interval the provider must arrange in good time for it to be validated again by QQI, or exceptionally the provider may apply for extension of the duration of enrolment (unit (14)). In this context the provider may apply for validation of the programme from first principles or, alternatively, the provider may avail of the process for revalidation (unit (13)) by QQI.

Part 2.3 General Condition of Validation

The provider of the programme shall:

1. Ensure that the programme as implemented does not differ in a material way from the programme as validated; differing in a material way is defined as differing in any aspect of the programme or its implementation that was material to QQI's validation criteria.
2. Ensure that the programme is provided with the appropriate staff and physical resources as validated.
3. Implement in respect of the programme its written quality assurance procedures (as approved by QQI).
4. Make no significant change to the programme without the prior approval of QQI. (See unit (8)).
5. Unless otherwise agreed by QQI in writing, start implementing the programme as validated and enrol learners within 18 months of validation.
6. Continue in respect of the validated programme to comply with section 56 of the 2012 Act in respect of procedures for access, transfer and progression.
7. Implement the programme and procedures for assessment of learners in accordance with the Approved Programme Schedule and notify QQI in writing of any amendments to this arising from changes to the programme; see unit (9).
8. When advertising and promoting the programme and awards, use the programme title as validated, and the correct QQI award title(s), award type(s) and award class(es) indicating the level of the award(s) on the National Framework of Qualifications.



9. Adhere to QQI regulations and procedures for certification.

10. Notify QQI in writing without delay of: a. Any material change to the programme; a. Anything that impacts on the integrity or reputation of the programme or the corresponding QQI awards; b. Anything that infringes the conditions of validation; or c. Anything that would be likely to cause QQI to consider reviewing the validation.

11. Notify QQI in writing to determine the implications for the provider's validated programmes, where the provider is likely to, or planning to, merge (amalgamate) with another entity or to acquire, or be acquired by, another entity (see unit (12.5)) .

12. Report to QQI, when required or requested, on its implementation of the programme and compliance with the conditions of validation.

Part 2.4 General Condition of Validation Arising from Specialised Validation Policy and Criteria

1.

Part 2.5 Special Conditions of Validation