

MODULE DESCRIPTION - ACADEMIC YEAR 2025-2026

Field	Design and Fine Arts	
Program	Master Design	
Major	Digital Experience Design	
Module title	Experience Design II - Context & Methods	
Code	1MaDeDXD22	DXD303862FE25
Course Type	Master	
Semester	Semester 2	
ECTS Credits	7	
Prerequisites	None	
Languages	English	
Place	ECAL	

Skills targeted General learning objectives	<p>This module builds on students' prior UX/UI knowledge and focuses on deepening their ability to design, prototype, and evaluate interactive experiences through real-time testing. It reinforces iterative design practices while introducing ethical and accessible design principles.</p> <p>Targeted skills include user research, usability testing, interpretation of user behavior, ethical awareness in design, accessibility considerations, and the ability to deliver user-centered, mindful digital experiences. Students also develop autonomy in managing user feedback and refining prototypes based on evidence.</p>
Teaching content and form	<p>The module is composed of three interrelated courses and one applied design project:</p> <p>a) UX Bootcamp: An intensive introduction to UX foundations, combining psychological insights and design methods. Students explore the full UX process and develop skills in creating intuitive, emotionally aware digital interactions.</p> <p>b) Ethical, Accessible & Mindful Design: A critical course examining ethical implications in design. Students address themes such as AI bias, persuasive technology, and digital well-being, while learning to design inclusive and transparent user experiences.</p> <p>c) Doing + Test Decoding: A hands-on course in user testing and analysis. Students learn to plan, conduct, and decode tests, transforming insights into design improvements through iterative prototyping.</p> <p>d) Test, Fail, Fix: A practical project where students apply acquired methods in a real-world scenario. They create, test, and refine an experience in multiple stages, aiming for both user satisfaction and ethical coherence.</p>
Forms of assessment and validation	<p>At the end of the semester, the works produced in unit d) are evaluated by a jury made up of the professors from the MA Digital Experience Design.</p> <p>The units a), b) and c) are not subject to grading. They remain mandatory, however, and active participation by students is expected.</p> <p>The assessment may take students' regular attendance at classes and lectures into account.</p> <p>The student must achieve a minimum grade of 4 to obtain credits.</p>
Remedial teaching	<p>Remediation is possible by working to make good observed shortfalls.</p> <p>Module repeated in the academic year following a fail mark, according to procedures to be agreed with the director of the module.</p> <p>No remediation possible after repeating the module.</p>
Professors	Paul Noël, Mylène Dreyer, Sebastian Baez Lugo, Irene Peyrera

Responsable module	Lara Défayes		
Description validated on	5 September 2025	By	Lara Défayes

The French text is authentic