

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	PG Certificate Web Design and Development (Level 7)
Name and title of any exit qualification(s)	N/A
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Creative Arts, Culture and Communication
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Part-time (1 year) September
Professional, statutory or regulatory body	N/A
QAA subject benchmark group(s) Higher Education Credit Framework for England	N/A
Birkbeck Course Code	TPCWEDDV_C
HECoS Code	100368.
Start date of programme	Autumn 2009
Date of programme approval	Summer 2009
Date of last programme amendment approval	October 2016
Valid for academic entry year	2024-25
Programme Director	Rebekah Cupitt
Date of last revision to document	07/02/2023

Admissions requirements

Graduates of any degree with IT skills and at least one year's experience in media development, design, arts and content creation, or market/consumer research. Non-graduates with at least three years' experience and IT skills are also welcome to apply.

Students should submit a detailed application with evidence of their level, demonstrated by existing work they have completed on the web, if requested.

Applications are reviewed on their individual merits and your professional qualifications and/or relevant work experience will be taken into consideration positively. We actively support and encourage applications from mature learners.

On your application form, please list all your relevant qualifications and experience, including those you aim to gain through studying on the programme. Indicate your motivations and interests in learning more about web design, user experience, and development in your application.

Course aims

Digital design is one of the most rapidly expanding sectors in the UK, with most jobs located in London and the southeast. How can you as future designers, web developers, user experience researchers and scholars develop a toolkit that can adapt to the ever-changing landscape of digital design? A main component of our PG Certificate is about helping you learn core skills, innovative approaches, and problem-solving methods that speak to future development and design of digital media technologies like websites, apps, and immersive experiences.

This programme focuses on the latest approaches to designing websites, apps and digital experiences. You will learn user-centred techniques and methods of design and core web development skills to execute standards-based, accessible code. The course covers coding, user-centred design, the optimisation and manipulation of images, and the delivery of a portfolio website, and suits freelancers, consultants and entrepreneurs looking to build skills in building and managing an online presence.

Innovative design of digital media is not just about the latest tech; it is about the user and their needs, accessibility and standards, socially responsible design, and critical thinking about the role of technology in people's everyday lives. The practical workshops taught by professional developers, designers and expert researchers will offer a space to work creatively and build a solid skillset.

Each module is designed to support you as you acquire the skills needed to design and produce a professional website. Sessions focus on industry-standard techniques, introducing you to core development tools and design frameworks; teaching you how to use them. You will develop skills in coding, visual design, user-centred design methods, and have the freedom to experiment with the design of interactive technologies. The unique combination of practical, technical, and conceptual skills you will learn during this Postgraduate certificate programme will set you up to launch into a new job as a web developer, interaction designer, UI designer, UX copywriter, or UX researcher roles.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Part-time - 1 year					
7	ARMC243S7	Web Development & User Experience	30	Core	Autumn
7	ARMC244S7	Visual Design & Web Project*	30	Core	Spring

*Web Development & User Experience is a prerequisite for this module.

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

Option: Student can choose to take this module

How you will learn

The taught component of the programme will comprise a combination of lectures, discussion seminars, practical sessions and computer lab workshops, with a strong emphasis on peer collaboration and a range of academic and practice-oriented assessments. Modules incorporate a variety of learning methods including lectures, class discussion and in class group activities. In addition, practical modules involve both lab-based workshops and seminars. As well as attending lectures and seminars, students will be expected to work at home supported by an online working environment which contains course notes.

How we will assess you

Students will be expected to prepare coursework for formal assessment appropriate to the teaching and learning on the module as set out in the module descriptions. The balance between different forms of coursework will depend on the objectives and outcomes of the module. Practice-based modules will be assessed on the quality of digital items produced and the critical evaluation undertaken by students. Academic modules will be assessed primarily through essay writing assignments.

Learning outcomes (what you can expect to achieve)

On successful completion of the programme we would expect students to have:

Subject Specific

1. Systematic and creative command of the language of digital media design and its main areas of application across different areas of society and culture.
2. Expert knowledge of the historical development of areas of digital media technology, culture and design.
3. A complete toolkit of people-centred design methods and a critical understanding of the contexts in which they are most suitably used.

Intellectual

4. Ability to understand the wider social and cultural context of digital media production and reception.
5. Ability to understand and critique theoretical arguments related to the design of interfaces, technologies and human-computer interactions.

Practical

6. Advanced social research skills
7. Design skills focused on interface and interaction design
8. Web programming and the fundamentals of coding languages
9. The ability to work with others, respect their views and transfer best practice.
10. Ability to effectively communicate research findings and design goals through clear written and visual documentation.

Personal and Social

11. Interpersonal skills such as the ability to work in a group or as a member of a team and network.

12. Communicate effectively using different media and appropriate interpersonal skills.
13. Demonstrate self-direction and originality in tackling and solving complex problems.

Careers and further study

PG Certificate in Web Design and Development graduates will have the necessary skills needed to launch their careers within the media technology and design industries as designers, developers or user experience experts. They can also progress their studies onto the MA Digital Media Design.

Birkbeck offers a range of careers support to its students. You can find out more on [the careers pages of our website](#).

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Learning at Birkbeck is supported by your teaching team as well as other resources and people within the College that have expertise in career support, entrepreneurship and futures in the creative and media industries.

Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook. Moodle also includes a number of accessibility features that facilitate learning for all students. Birkbeck's Student Services is also on hand to offer additional tools and support to increase the accessibility of learning materials, should you need this.

[Please check our website for more information about student support services](#). This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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