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HIGHER APPRENTICESHIP

User Centred Design

Level 4

4

1 Apprenticeship Framework

The Level 4 User Centred Design Apprenticeship has been designed with employers in Wales to equip employees with the primary user centred design skills that they need to be able to design, re-design and update products and services to meet the needs of the organisation and stakeholders. This apprenticeship programme is designed to provide a robust vocational route to obtaining the skills and knowledge required to succeed as a user centred designer.

Who is this apprenticeship for?

This programme is suitable for those seeking a career in the exciting world of user centred design, or for those wishing to upskill themselves to take on a more responsible role in user centred design within their organisation, or for user centred design professionals who want an accredited qualification to affirm their existing experience in the field. The user centred design activities involve building team capabilities, knowledge and expertise when designing digital systems and services. It looks at the processes which inform the design, redesign and updating of products and services that allow users to participate fully to achieve their goals with a positive user experience. A User Centred Design project will be completed to support learning.

On completion apprentices will achieve the following:

- Apprenticeship Level 4 Diploma in User Centred Design
- Level 2 Essential Skills in Application of Number
- Level 2 Essential Skills in Communication

Benefits of the apprenticeship programme:

Accelerate Career Growth: Undertaking the Level 4 User Centred Design Apprenticeship will fast-track career development by gaining invaluable hands-on experience alongside theoretical knowledge. Apprentices will be equipped with the tools to excel as a user centred designer and make a difference in any organisation.

Industry-Recognised Certification: Upon successful completion of this programme, apprentices will earn a prestigious industry-recognised certification, providing them with a competitive edge in the job market. Employers value the skills and expertise gained through this apprenticeship, opening doors to exciting opportunities.

Practical and Real-World Learning: Our programme emphasises practical, real-world learning. Apprentices will practice skills in a classroom environment and be able to apply the teaching within the workplace, collaborating with experienced colleagues who will guide the apprentice through every step of the process.

Tailored Curriculum: Our comprehensive curriculum is designed to meet the demands of the user centred design sector. Apprentices will cover essential topics such as ethical principles in user centred design, plan, deliver and manage a user centred design research project, service design, content design, interaction design, user research, user centred design in an Agile context, bilingualism in user interactions, sustainability development and global citizenship in user centred design and professionalism.

Experienced and Knowledgeable Advisors: Throughout the apprenticeship, we will provide access to a network of experienced advisors who will provide guidance, support, and feedback. Apprentices will learn from industry experts with a wealth of knowledge and experience across the digital sector.

Course Delivery

- Typical duration of 24 months.
- Induction session for apprentices and for their line managers.
- Full day core technical skills and knowledge workshops.
- Additional workshops to support optional unit choices.
- Supported by self-study online resources.
- One to One tutor coaching and assessment support sessions
- 4 Essential skills assessment days. (2 Preparation days and 2 Live Task days) **
- 2 hour long essential skills confirmatory tests. **

**Essential Skills activities are not applicable to apprentices with exemptions.

2 Level 4 Diploma in User Centred Design

Course Delivery

This element of the programme will be delivered through blended learning with learners attending full day knowledge and technical skills workshops delivered either face to face or virtually using Microsoft Teams across the 24-month duration of the programme. Additional development and assessment support will be provided through regular 1-to-1 sessions with a member of the ALS delivery team. An ALS assessor will meet with the learner, either in the workplace or through digital means, (for example, Microsoft Teams) to provide coaching, advice and assessment support. Learners will also be set tasks to complete between each visit which are tailored to the different needs of each learner and the workplace activities they are involved with.

Qualification Structure Summary

The Level 4 Diploma in User Centred Design consists of 10 mandatory units, with a total of 94 credits plus optional units with a minimum 26 optional credits.

Unit rules of combination.

- Mandatory Units (Learners must achieve all 10 units) – 94 credits.
- Optional Units – minimum 26 credits.

What you will learn

This programme is made up of a mixture of mandatory units (these have to be completed by all learners as part of the qualification) and optional units (we will work with you to decide what units are relevant to your role, and your business).
An overview of these units is below.

Mandatory Units

Unit Titles	Level
Ethical Principles in User Centred Design (UCD)	3
Plan, Deliver and Manage a User Centred Design Research Project	4
Content Design	4
Develop User Centred Design Employability Skills	4
Interaction Design	4
Service Design	4
User Research	4
Using User Centred Design in an Agile Context	4
Bilingualism in User Interactions	3
Sustainability Development and Global Citizenship in User Centred Design	3

Optional Units (minimum26 credits required)

Unit Titles	Level	Credits
Statistical Analysis of Data Sets	4	15
Principles of Information Governance and Assurance	3	15
Bespoke Software	3	4
Specialist Software	3	4
Model and Design Digital Content	4	12
Create Data-Driven Applications	4	15
Optimise the Effectiveness of Digital Content Delivery	4	12
Understanding the Potential of IT	3	8
Health and Safety in an IT Context	3	6
Preparing Documents and Publications	3	6
Develop Resources to Support Consistency of Customer Service Delivery	3	5
Spreadsheet Software	3	6

Gather, Analyse and Interpret Customer Feedback	3	5
Business Ethics	4	15
Data Analysis	3	11

Have any questions about our Level 4 Diploma in User Centred Design?

We are here to help. If you have any further questions or enquiries about the main qualification element of the programme, please contact info@alstraining.org.uk

3 Essential Skills Qualifications

When you agree to undertake an apprenticeship, you may be required to complete Essential Skills as part of your Apprenticeship framework.

Essential Skills Wales

The Essential Skills Wales (ESW) will be initially assessed via an online Wales Essential Skills Toolkit (WEST) Assessment. Where a Learner already holds an ESW certificate or equivalent qualification this can provide an exemption and learners will not need to complete that ESW element of the programme. Where a Learner is not exempt an Individual Learning Plan (ILP) will be generated from the initial assessment. The modules delivery will include independent learning via WEST, prior to guided learning sessions preparing the Learner for their assessment. ESWs are assessed via controlled tasks and confirmatory tests for Communication and Number, Digital Literacy is assessed via a controlled task and structured discussion.

Exemptions

If you already hold qualifications, these may be used as 'exemptions' towards your apprenticeship framework. As a result, you will be exempt from achieving that particular Essential Skill, if you wish. This will be discussed with you before you sign up with us and will also be followed up by your assessor before and during your first visit from us.

Have any questions about Essential Skills?

We are here to help. If you have any further questions or enquiries about Essential Skills element of the programme, please contact **info@alstraining.org.uk**