

# Applied Artificial Intelligence and User Experience

Abertay University

## Content

Learn to design and interrogate AI systems with a clear understanding of human behaviour. With the dependence on digital automation and remote working greater than ever, there is a huge demand for professionals with skills in Artificial Intelligence (AI) and User Experience (UX).

We are the first UK university to offer a Master's degree bringing together AI, UX Research and Applied Psychology. As well as gaining a thorough understanding of Data and AI techniques, you'll explore theoretical concepts with practical applications.

We teach you how to:

Apply Psychology and AI principles.

Enrich the design of AI solutions through good practice UX.

Use Data, AI and Applied Psychology to inform the design of prototypes.

Using data and AI to acquire deeper insights into human behaviour and psychology, you'll also focus on the ethical responsibilities of developing AI applications.

This course has a practical focus, and features projects and group work as well as work placements where possible.

When you graduate, you'll have a solid grounding in Data and AI techniques along with specialist knowledge and skills in Psychology and UX. Our aim is to create the next generation of AI talent, who recognise the role of human behaviour in technology use. Both the UK and Scottish Governments have urgently called for an increase in Data and AI skills, and the need for talented AI professionals at all levels is growing every year.

To apply you'll need scripting expertise and an undergraduate degree in Engineering, Computing, Game Design and Development, Physical, Natural, Life or Biological sciences.

## Start Date

September

## Qualification

Postgraduate Master's

## Study Method

Part time (day)

## Award Title

MSc

### Course Length

2 years

### Faculty

Graduate School

### Entry Requirements

A good (minimum of 2:2) Honours degree in either Design, Engineering, Computing, Physical, Natural, Life or Biological Sciences. The course is designed for students with some experience of scripting.

Applicants who did not cover the appropriate subjects during their degree will be considered if they have relevant industry experience.

### SCQF Level

11

### Progression Routes

«ProgressionRoutes»

### Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

### Address

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### Website

[www.abertay.ac.uk](http://www.abertay.ac.uk)