

# Digital Design and Development

University of the Highlands and Islands

## Venues

Argyll College UHI  
Moray College UHI  
Shetland College UHI

## Content

Digital agencies are replacing traditional web design companies as technologies development. Services provided have expanded into e-commerce, app development, digital marketing and branding, SEO, UX/UI design, graphic design, video production, motion graphics, animation and copywriting. Many larger organisations have their own digital teams who provide services in-house.

The HND Digital Design and Development brings together a collection of related technologies, which provide a user experience using digital platforms. Digital content creation goes hand-in-hand with an understanding of digital design and development and disciplines such as graphic design, animation, video and audio production all form part of this subject area.

You will have the opportunity to examine the principles of user centred design and developing trends in Human Computer Interaction (HCI) and put these theories into practice while working on real-world interactive media projects. The HND builds on the HNC Digital Design and Web Development content.

## Start Date

September

## Qualification

HND

## Study Method

Full time

## UCAS Code

0071

## Course Length

1 year

## Department

Computing and IT

## Entry Requirements

HNC Digital Design and Web Development

## SCQF Level

8

## Progression Routes

Relevant degree programme

## Address

Information Line  
Executive Office  
12b Ness Walk  
Inverness  
IV3 5SQ

## Website

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