



TALLINN UNIVERSITY

Syllabus for continuing education at Tallinn University DTC0175 Design for Digital Behaviour Change Interventions School of digital technologies

Headline in English *	Design for Digital Behaviour Change Interventions		
Headline in Estonian	Digitaalse käitumise muutmine disainiga		
Headline of modules (if there are modules)	Digital and media culture - DTC0173 - Design for Behaviour Change Digital and media culture - DTC0172 - Psychology for Interaction Design Digital and media culture - DTC0171 - Interaction Design Methods Digital and media culture - DTC0170 - User Experience Evaluation Digital and media culture - DTC0174 - Cognition and Emotion of Digital Media		
Academic hours (total) *	520		
Academic hours (divided) *	86	60	374
	face-to-face hours (incl online) *	face-to-face hours (practical) *	Hours of independent study *
Credits (26 academic hours each) *	20		
Form of study (course, summer school, lecture, master class, seminar, conference etc - pick the right one or add)	microdegree		
Language of instruction *	English		
Target group *	interaction designers, UX researchers, digital services and products designers		
Method of evaluation (assessment, exam, none) *	assessment		
Criteria for assessment *	to get microcredential all courses are passed and group project in design for behaviour change are defended.		
The aim of study (from the point of view of the learner) *	to provide knowledge about research design and evaluating digital products that have aim for behaviour change for the people working in industry in a field of design of digital product.		
Learning outcomes *	can understand various perspectives of psychology and their application in Interaction design; can understand the role of human cognitive processes, motivation, emotions, social influences, and their applications in the interaction design; can apply various laws of psychology relevant to the interaction design process; is aware of the: main principles of human cognition and emotion; is able to apply this knowledge in critical analysis of existing media content including digital games; is able to apply this knowledge in design/creation of media content including digital games; understands the fundamentals of human-centered interaction design process; is able to choose and adjust interaction design methods for the specific design challenge; is able to use human-centered design and research methods for understanding the context, framing the problem and exploring possible solutions; is able to create low- and high-fidelity prototypes, according to usability principles and design patterns; knows popular theories for behaviour psychology;		

	understands the evidence-based psychological approaches to behaviour change; is able to use essential methods for planning and designing behavioural change strategy; has interaction design skills required for integration of behaviour change techniques into digital technologies for effective health promotion; is aware of the main UX evaluation methods and are able to select them; knows how to apply selected UX evaluation tools; is able to interpret and analyze the results of UX evaluation.
Content (themes and keywords) *	Psychology for Interaction Design. Cognition and Emotion of Digital Media. Interaction Design Methods. Design for Behaviour Change. User Experience Evaluation.
Prerequisites *	work experience on design and research field is highly recommended
Describe the process of learning (what has to be done by learner to complete the course) *	the learner has to participate in each course in person, implement the individual tasks and work in groups. Most of the activities take place in class, in some courses Zoom sessions can be organized by necessary.
Learning environment *	Tallinn University classroom
Competencies of the tutors and mentors	Master degree, Experience on the Field, Experience of Teaching Adults
Training Manager (phone, e-mail) *	School of digital technologies, Kersti Maidra, kersti.maidra@tlu.ee, 6409428
Name of tutors and mentors	PhD Vladimir Tomberg, MSc Farhat-Ul-Ain, PhD Sonia Claudia da Costa Sousa, Mati Mõttus