



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Interaction Design		
Module Code	UFCFQ5-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Overview:</b> Interaction Design focuses on the process of designing interactive digital products, applications and services that help enhance and re-scope the way that people use digital technologies and information. Students will explore designing the dialogue between people and technology within different contexts, with a view to finding creative and engaging ways to realise interactive experiences. This module is influenced by disciplines such as industrial design, ergonomics, human-computer interaction, and social and cognitive psychology.</p> <p><b>Educational Aims:</b> In addition to the learning outcomes, the educational experience may explore, develop, and practise but not formally assess the following:</p> <p>Team working with stakeholder input in a Living Lab setting</p> <p>Ability to formulate a constructive critique of one's own and others' designs.</p> <p><b>Outline Syllabus:</b> The syllabus will cover a range of design perspectives and methods, including a human-centred perspective, persuasive design and speculative design. Sessions will explore interaction principles for different devices and contexts, which might include (but is not limited to) physical computing interfaces, voice controlled interaction, GPS controlled interaction, game based interaction.</p>

## STUDENT AND ACADEMIC SERVICES

The emphasis of the sessions will be on ensuring a deep understanding of content through practical application of concepts and methods which will be achieved through two projects. Consequently sessions will also explore creative techniques for ideation and user research techniques alongside theories and history of communication, incorporating cultural differences.

For some of the design concepts there will be an expectation of analysing usability and user experience of the end product with a small group of representative users. Students will be expected to record their activities in a journal and use their project work as part of their professional, graduate portfolios.

**Teaching and Learning Methods:** Teaching will be organised as a combination of in-class exercises, workshops, seminars and guided research and lab activities in a studio-based setting for project work.

There will also be field-work sessions, these will be organised in the weekly session slots and as part of independent study sessions for project work.

### Part 3: Assessment

The assessment includes two projects and a presentation. These assessment types will enable students to embody their learning in practical outputs that are closely aligned to the real world context of Interaction Design. They also reflect the integration of research and practice that is central to the programmes that the module contributes to.

Both design projects are assessed and entail thematic and user research, and the development and ideation of practical projects that imaginatively respond and explore each brief.

Each design project (B1 and B2) will explore a different theme and a different aspect of interaction design that might include embodied interaction via physical / computing interfaces or purely screen based interaction.

For Design Project B1 students submit documentation of the Interactive digital artefact. For Design Project B2 students submit the interactive digital artefact.

For Presentation – Demonstration of Project 2 (A1) students present and demo project 2, alongside other bespoke presentation elements that might include a graphic display and documentation about their project.

Each student also submits an Individual report for both Design Projects. In both Design Projects B1 and B2 the assessment is weighted more toward the interactive digital artefact than the Individual report.

Design Project B1 is more focused on research and ideation. Design Project B2 builds on the experience students have gained in B1 and is more focused on a worked up hi-fidelity project with a slightly lower word count for the Individual report to reflect this different balance.

The Resit B1 will be a single individual project that will incorporate the same assignment brief as First Sit Design Project B2 with individually scoped work, while Resit A1 will be a video document of the presentation and demo of resit Project B1.

Assignment project briefs and the structure and content of scheduled sessions will direct project work so that students engage with each specific learning outcome. This would include working with users, utilising creative approaches to their work and understanding the broader cultural context of their project and the field of Interaction Design.

The written aspect of the assessments will allow students meet the learning outcome that requires them to synthesise secondary and primary research findings.

Formative assessment are embedded to the module extensively. There are regular opportunities for learners to discuss their ideas, projects, and work in progress in workshops. In addition to this, learners are expected to present their work to the peer group at in both semester 1 and 2. Structured feedback sessions will be built into sessions to allow reflection and development on each of the group projects.

## STUDENT AND ACADEMIC SERVICES

Plagiarism is managed through requiring students to present their work and ideas at various stages of the process (on each assignment). This is also applied to the report/written component.			
First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A		30 %	Presentation – Demonstration of Project 2
Project - Component B		42 %	Design Project 1 and Individual Report (800 words)
Project - Component B	✓	28 %	Design Project 2 and Individual Report (800 words)
Resit Components	Final Assessment	Element weighting	Description
Presentation - Component A		30 %	Video presentation and Video demo
Project - Component B	✓	70 %	Individual design project and individual report (1500)

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Understand various forms of human communication, considering cultural and gender issues, as a means of analysing and formulating intuitive and meaningful interactions with technologies	MO1
	Compare and contrast a variety of interaction devices in terms of their suitability in different contexts	MO2
	Create meaningful representations of information, which enable appropriate levels of interactivity in relation to the users' tasks	MO3
	Research the needs of a specific user group and design an interface which incorporates elements of persuasive/emotional design	MO4
	Use creativity techniques to ideate a range of novel concepts for interacting with a digital technology, ensuring adherence to usability design principles and user needs	MO5
	Synthesise secondary and primary research findings as part of conducting an evidence-based usability evaluation study	MO6
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	228
	<b>Total Independent Study Hours:</b>	228
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	72

## STUDENT AND ACADEMIC SERVICES

	<b>Total Scheduled Learning and Teaching Hours:</b>	72
	<b>Hours to be allocated</b>	300
	<b>Allocated Hours</b>	300
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/ufcfq5-30-3.html">https://uwe.rl.talis.com/modules/ufcfq5-30-3.html</a></p>	

<b>Part 5: Contributes Towards</b>	
<p>This module contributes towards the following programmes of study:</p> <p>Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2018-19</p> <p>Digital Media [Sep][FT][SHAPE][3yrs] BSc (Hons) 2018-19</p>	