



Module Specification

Interaction Design

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Part 1: Information

Module title: Interaction Design

Module code: UFCFQ5-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Field: Computer Science and Creative Technologies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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. This module is influenced by disciplines such as industrial design, ergonomics, human-computer interaction, and social and cognitive psychology.

Features: Not applicable

Educational aims: 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.

Outline syllabus: 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.

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 group 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.

Part 3: Teaching and learning methods

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

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Understand various forms of human communication, considering cultural and gender issues, as a means of analysing and formulating intuitive and meaningful interactions with technologies

MO2 Research the needs of a specific user group and design an interface which incorporates elements of persuasive/emotional design

MO3 Synthesise secondary and primary research findings as part of conducting an evidence-based usability evaluation study to create appropriate levels of interactivity in relation to the users' tasks

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

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcfq5-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ufcfq5-30-3.html>

Part 4: Assessment

Assessment strategy: 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 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 1, students submit documentation of the interactive digital artefact. For Design Project 2, students submit the interactive digital artefact.

For Presentation – Demonstration of Project 2, 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 a report for both design projects. In both design projects, the assessment is weighted more toward the interactive digital artefact than the report.

Design Project 1 is more focused on research and ideation. Design Project 2 builds on the experience students have gained in 1 and is more focused on a worked up hi-fidelity project.

The referral will assess the same components as the first sit.

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 to 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 projects.

Assessment tasks:**Presentation (First Sit)**

Description: Presentation – Demonstration of Project 2

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Project (First Sit)

Description: Design Project 1 and Report

Weighting: 42 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Project (First Sit)

Description: Design Project 2 and Report

Weighting: 28 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Presentation – Demonstration of Project 2

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Project (Resit)

Description: Design Project 1 and Report

Weighting: 42 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Project (Resit)

Description: Design Project 2 and Report

Weighting: 28 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2023-24

Digital Media [SHAPE] BSc (Hons) 2023-24

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2022-23

Information Technology {Dual}[Mar][FT][Taylors][3yrs] BSc (Hons) 2021-22