Module Specification

Interaction Design

Version: 2024-25, v3.0, 27 Mar 2024

Contents

Part 1: Information

Module title: Interaction Design

Module code: UFCFQ5-30-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

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, systems and services that help enhance or 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 technology within different contexts, exploring the relationship between people and technology, 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, speculative design and prototyping methodologies. Sessions will explore interaction principles and methods 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. Consequently sessions will also explore creative techniques for ideation and user research techniques alongside theories and history of communication, incorporating a range of creative approaches and cultural differences.

For some of the design concepts there will be an expectation of analysing and understanding usability and user experience of their project work. Students will be expected to 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 lectures, 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 Critically analyse various forms of human communication, considering social, cultural and gender issues, as a means of formulating intuitive and meaningful interactions with technologies.

MO2 Understand and implement the role of various prototyping methods in the design process.

MO3 Research the needs of a specific user group or interaction context and design an interactive system and interface which incorporates elements and principles from the interaction design field.

MO4 Use creativity techniques to ideate a range of novel concepts for interacting with 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 via the following link https://uwe.rl.talis.com/modules/ufcfq5-30-3.html

Part 4: Assessment

Assessment strategy: The assessment includes two projects which 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 prototypes of the interactive digital artefact. For Design Project 2, students also submit some other bespoke elements that might include a graphic display or a technical interactive digital artefact.

In both design projects students also submit documentation, the assessment is weighted more toward the interactive digital artefact than the documentation.

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 resit strategy will be the same as for first sit.

Assessment tasks:

Project (First Sit)
Description: Design Project 1: Prototype and Documentation
For Design Project 1, students submit prototypes of the interactive digital artefact.

Each student also submits documentation. The assessment is weighted more toward the prototypes of the interactive digital artefact than the documentation.
Weighting: 40 %
Final assessment: No
Group work: Yes
Learning outcomes tested: MO1, MO2

Project (First Sit)
Description: Design Project 2: Prototype, bespoke elements and Documentation
For Design Project 2, students also submit some other bespoke elements that might

include a graphic display or a technical interactive digital artefact.

Each student also submits a documentation, the assessment is weighted more toward the interactive digital artefact than the documentation.

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3, MO4

Project (Resit)

Description: Referral Design Project 1: Prototype and Documentation

For Design Project 1, students submit prototypes of the interactive digital artefact.

Each student also submits documentation. The assessment is weighted more toward the prototypes of the interactive digital artefact than the documentation.

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2

Project (Resit)

Description: Referral Design Project 2: Prototype, bespoke elements and Documentation

For Design Project 2, students also submit some other bespoke elements that might include a graphic display or a technical interactive digital artefact.

Each student also submits documentation, the assessment is weighted more toward the interactive digital artefact than the documentation.

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media {Top Up} [GlosColl] BSc (Hons) 2024-25

Digital Media [Frenchay] BSc (Hons) 2022-23

Digital Media [Frenchay] BSc (Hons) 2022-23

Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2020-21

Information Technology {Top-Up} [SHAPE] BSc (Hons) 2024-25

Information Technology {Top-Up} [Frenchay] BSc (Hons) 2024-25

Digital Media [SHAPE] BSc (Hons) 2024-25

Information Technology {Top-Up} [SHAPE] BSc (Hons) 2024-25

Information Technology {Top-Up} [SHAPE] BSc (Hons) 2024-25

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

Information Technology {Dual}[Taylors] BSc (Hons) 2022-23