



Module Specification

Practical Experiments in Interactivity and Immersion

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Part 1: Information

Module title: Practical Experiments in Interactivity and Immersion

Module code: UALAWG-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Lens and Moving Image

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: Not applicable

Features: Not applicable

Educational aims: See learning outcomes.

Outline syllabus: The aim of this module is to introduce students to the fundamentals of various platforms so they may be able to begin to critically evaluate the attributes and affordances of each in relation to effective audience engagement

and storytelling. It also serves as a boot-camp for developing VR projects: students learn a fluency in the technical aspects of content creation for virtual reality, providing them with a vocabulary to successfully produce and/or direct virtual, augmented, and mixed reality projects, while also gaining a working understanding of the tools, technical specifications, practices and skills required for emerging media projects.

Indicative content:

Affordances of emerging reality platforms, e.g. static vs. room-scale, virtual spaces vs. 360, experiential vs. narrative, monoscopic vs. stereoscopic.

Principles of experience and interaction design

360 Filmmaking: shooting, stitching, editing, sound design

Production workflows, file formats, technical specifications

Fundamentals of Unity 3D Game Engine for VR project development

Spatialized Sound, binaural recording

Tangible and Physical Experiences/ Motion Capture/ Spatial Tracking

Part 3: Teaching and learning methods

Teaching and learning methods: This module is presented as a number of creative technology seminars and practical workshops, introducing students to a series of production tools and methods used to produce VR, AR, and MR. Aspects of seminar teaching may be delivered with the Faculty of Engineering and Technology, for example with MSc Commercial Games Development programme. Introducing mixed cohorts of students to emerging topics and technologies for Virtual, Augmented, and Mixed Reality will build the potential for interdisciplinary collaborations, enhancing

the student experience. Students will further be introduced to genres of immersive storytelling (documentary, interactive installation, playable experiences, design tools, narrative experiences), and the current state of the art via industry panels and talks.

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

MO1 Critically evaluate genres, attributes and affordances of immersive storytelling

MO2 Utilise a range of technologies for the creation of VR/AR/MR from games and related fields of study, to contribute innovative projects that meet emerging industry needs and contribute towards the student's postgraduate portfolio

MO3 Experiment with practical applications prototypes and techniques

MO4 Work collaboratively within a creative team to develop emerging projects

MO5 Scope and construct a design document, including storyboards and production schedule to complete a project

MO6 Critically evaluate the suitability of their prototypes in terms of research, methodology and implementation

MO7 Effectively explain, discuss and document key technical aspects of immersive storytelling projects with fellow students, academics and project team members to scaffold the research and development process

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/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The principle of 'learning through making' is core to the learning strategies in the programme and the module engages students in creative practice by challenging them to design and prototype new forms of immersive story. The assessment type has been chosen to enable such outcomes as well as to provide flexibility in selecting appropriate and specific outputs and enables the student to demonstrate achievement across all the learning outcomes of the module. Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students.

Students will be assessed using the following broad criteria, details of which will be developed in the Module Handbook and mapped against the module learning outcomes:

Critical enquiry

Research and development

Audience engagement and storytelling

Practical outputs

Professional practice

Formative assessment

Students participate in the evaluation of presented work (their own and others') throughout the module. All students will be expected to contribute to the critical evaluation of fellow students' work. Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Summative Assessment: Portfolio (100%)

Detailed guidance for the assessment will be provided in the Module Handbook and assignment briefs. Examples of Portfolio contents are:

Projects: practical experiments undertaken during the module

Research blog: tracking recent developments in emerging media for immersive storytelling, from tools to projects, to critical analysis

Presentation: a design document including final concept ideas, an early prototype and proposed workflow for projects identified for further development

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Portfolio (Resit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Virtual and Extended Realities [Arnolfini] MA 2023-24