University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Interface and Experience Design					
Module Code	UPCP46-30-2		Level	2	Version	1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No	
Owning Faculty	ACE		Field	Cultural Industries		
Department	Arts & Cultural Industries		Module Type	Project		
Contributes towards	BA(Hons) Creative Media Design					
Pre-requisites	None		Co- requisites	None		
Excluded Combinations	None		Module Entry requirements	N/A		
Valid From			Valid to			

CAP Approval Date	

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to demonstrate: 1. An understanding of critical concepts and debates around user interfaces and user experience. 2. The implementation of a methodology in the development of an interface and user experience 3. The ability to identify and analyse key elements of user experience and user interfaces 4. The ability to envisage and solve conceptual and technical problems 5. The ability to communicate their ideas clearly in written, visual and verbal form. 6. An exploratory, experimental and artistic approach to media production 7. An ability to work in a small group and manage time and production schedules 8. The ability to select and use appropriate tools and methods to realise a concept 9. The ability to conceive of a user and user experience through prototyping and iterative development.
Syllabus Outline	It is often assumed that interfaces belong to the technological networks of

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<tr><td></td><td>intra communicational systems, however some scholars suggest that the mind processes data through interfaces and is itself an interface. This module asks what an interface is and where its limits lie. At issue here is the point at which the human and machine interact with one another and how they interact.

Now part of every aspect of lived experience, user experience and user interfaces are explored and framed in the module as both live, material process and simultaneously, as screen / technical system. In this way, the module takes a two-pronged approach operating both critically and practically. On the critical level, it explores the concept and history of the user; the systemisation of user experience and the key elements of experience design. On a practical level, it develops students' understanding of interfaces and the different ways in which we encounter and navigate them and the media systems that they append.

Students will acquire a good working knowledge of the practices and methods to conceive and design user experiences and will explore their interrelationship with design and implementation of interfaces using qualitative methods (diaries, direct and self observation).

Students will explore the difference between user experience and user interfaces and how they interrelate through all the components of a system and exploring the limits of what constitutes an interface.</td></tr>
<tr><td>Contact Hours</td><td>The contact hours for a student on this module will be 72 hours of scheduled learning. 70 hours of this will be group contact, including theoretical and practical workshops, field visits and talks. The remaining 2 hours will be for individual tutorials, either in person or synchronous online. The student will be expected to conduct 228 hours of independent learning.</td></tr>
<tr><td>Teaching and Learning Methods</td><td>The module is taught through scheduled learning including seminars, tutorials, project supervision, practical classes and workshops; supervised time in studio/workshop.

Students are expected to pursue independent learning, including 228 hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</td></tr>
<tr><td>Key Information Sets Information</td><td>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

<u>Key Information Set - Module data</u>

Number of credits for this module 30

<table>
<tr><th>Hours to be allocated</th><th>Scheduled learning and teaching study hours</th><th>Independent study hours</th><th>Placement study hours</th><th>Allocated Hours</th><th></th></tr>
<tr><td>300</td><td>72</td><td>228</td><td>0</td><td>300</td><td>0</td></tr>
</table>

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test</td></tr>
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	Coursework: Written assignment or essay, report, dissertation, portfolio, project **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description: Total assessment of the module: Written exam assessment percentage: 0% Coursework assessment percentage: 100% Practical exam assessment percentage: 0% 100%
Reading Strategy	All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online. All essential reading will be accessible through online sources and will be indicated clearly in the module handbook. Instructions on how to access all readings for the course will be available on Blackboard. Further online texts and forums for debate will be clearly identified for research and discussion. Training in the identification and evaluation of online research resources will be provided in taught sessions. Given the cross disciplinary of this module no single suitable text exists would fully support the module content. A prepared reading pack will be available at the start of the module. The currency of information may wane during the lifetime of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, and these will be revised annually. Some relevant materials will be made available in reading packs or on Blackboard where applicable, within the limits of what is permissible under the terms of the university's Copyright Licensing Agency license.
Indicative Reading List	**Core Reading** Reeves, S. (2011). *Designing interfaces in public settings: Understanding the role of the spectator in Human-Computer Interaction*. Springer Science & Business Media. Garrett, J. (2011). *The elements of user experience*. Berkeley, CA: New Riders. Atkinson, P. (2013). *Delete*. London: Bloomsbury Academic. Galloway, A. (2012). *The interface effect*. Cambridge, UK: Polity. Norman, D. A. (2002). *The design of everyday things*. Basic books. Cooper, A., Reimann, R., Cronin, D. and Cooper, A. (2007). *About face 3.* Indianapolis, IN: Wiley Pub.

Part 3: Assessment

Assessment Strategy	The module provides a challenging opportunity for students to develop and explore their creative problem solving skills in relation to the design of graphic user interfaces and the architecture of experience. This module aims to stimulate and extend the experimental development of student work in these focussed areas. Students are encouraged to build on the knowledge and experience gained from earlier modules, and extend their ability to apply practical and intellectual process to the resolution of creative, design outcomes. Students produce individual work for the module, which include a written critique and re-imagining of an existing interface, the production and testing of various interfaces created using iterative design development and user testing.

Criteria	***Relates to learning outcomes***	***Source of evidence***
1. research Engagement with relevant theoretical and design resources, engagement with contemporary media contexts, initiative in finding appropriate resources, analysis	1, 2, 3	A1, A2
2. method engagement with individual and group production and research processes, management of time and resources, reflection on research and production processes and outcomes	2, 3, 4, 5, 7, 8, 9	A1, A2
3. technical realisation technical competence and control in a range of digital software.	3, 4, 8, 9	A1, A2
4. creative realisation innovation in media form and content, application of critical ideas through production, editorial judgement, and execution	3, 4, 6, 8, 9	A1, A2

Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	**A:** **100%**	**B**:
First Sit		
Component A (controlled conditions)	**Element weighting**	

Description of each element	
1. Individual Project and development log	80%
2. Critical analysis (2000 words)	20%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Individual project, critical analysis and development log	100%
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	