

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Interface and Experience Design		
Module Code	UPCP46-30-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Department of Arts & Cultural Industries		
Contributes towards	BA(Hons) Creative Media Design		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

It is often assumed that interfaces belong to the technological networks of 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.

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.

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Part 3: Assessment			
<p>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.</p> <p>This module aims to stimulate and extend the experimental development of student work in these focused areas.</p> <p>Students are encouraged to build on the knowledge and experience gained from earlier modules, and extend their ability to apply practical and intellectual processes to the resolution of creative, design outcomes.</p> <p>Students produce individual and group work for the module, which include an individual analysis of an existing interface and the production and testing of various interfaces created using iterative design development and user testing in a small group.</p>			
Identify final timetabled piece of assessment (component and element)		Component A2	
% weighting between components A and B (Standard modules only)		A:	B:
		100%	
First Sit			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Critical analysis (2000 words)		30%	
2. Group Project and individual development log		70%	
Component B Description of each element		Element weighting (as % of component)	
N/A			
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Individual project, critical analysis and development log		100%	
Component B Description of each element		Element weighting (as % of component)	
N/A			
Part 4: Teaching and Learning Methods			
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ol style="list-style-type: none"> 1. An understanding of critical concepts and debates around user interfaces and user experience. (A1) 2. The implementation of a methodology in the development of an interface and user experience (A1, A2) 3. The ability to identify and analyse key elements of user experience and user interfaces (A1, A2) 4. The ability to envisage and solve conceptual problems (A2) 5. The ability to communicate their ideas clearly in written, visual and verbal form. (A1, A2) 		

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6. An exploratory, experimental and artistic approach to media production. (A2)
7. An ability to work in a small group and manage time and production schedules (A2)
8. The ability to select and use appropriate tools and methods to realise a concept (A2)
9. The ability to conceive of a user and user experience through prototyping and iterative development. (A2)

Key Information Sets Information (KIS)

Key Information Set - Module data				
<i>Number of credits for this module</i>				
				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300



Contact Hours

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

Total Assessment

- Written Exam:** Unseen or open book written exam
- Coursework:** Written assignment or essay, report, dissertation, portfolio, project or in class test
- Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

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Reading List	<p>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.</p> <p>All essential reading will be accessible through print or 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.</p> <p>Given the cross disciplinary of this module no single suitable text exists would fully support the module content.</p> <p>A prepared reading pack will be available at the start of the module.</p> <p>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.</p> <p>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.</p> <p>Core Reading</p> <p>Reeves, S. (2011). <i>Designing interfaces in public settings: Understanding the role of the spectator in Human-Computer Interaction</i>. Springer Science & Business Media.</p> <p>Garrett, J. (2011). <i>The elements of user experience</i>. Berkeley, CA: New Riders.</p> <p>Galloway, A. (2012). <i>The Interface Effect</i>. Cambridge, UK: Polity.</p> <p>Norman, D. A. (2002). <i>The Design of Everyday Things</i>. Basic books.</p> <p>Cooper, A., Reimann, R., Cronin, D. and Cooper, A. (2007). <i>About Face 3</i>. Indianapolis, IN: Wiley Pub.</p> <p>Johnson, S. (1997) <i>Interface culture</i>. [San Francisco]: HarperEdge.</p>
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First CAP Approval Date	4 June 2015			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>	21 March 2017	Version	2	link to RIA