Module specification

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Module code	ARD481
Module title	Interactive Design
Level	4
Credit value	20
Faculty	FAST
HECoS Code	100061 – Graphic Design
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme.
BA (Hons) Animation	Core
BA (Hons) Comics	Core
BA (Hons) Graphic Design	Core
BA (Hons) Illustration	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work-based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

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Initial approval date	16/05/2022
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

This module aims to introduce the students to the field of interactive design and its main principles in relation to human-computer interaction. This involves but not limited to creating user interfaces, online animations, icon illustration, digital comics, publications, etc.

The students will learn how to design for the digital world by considering the user needs and will learn through the practical application of user interaction. Students will also learn how to design and develop a digital prototype and use the relevant industry standard software to produce an outcome.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Demonstrate the use of a user experience-influenced design process.
2	Design a project result based on user interaction.
3	Produce a prototype of the project outcome.
4	Reflect on the project outcome with regards to interactive design.

Assessment

Students will produce coursework that demonstrates their ability to identify, appreciate and apply interactive design procedures and techniques with evidence of planning through a practical presentation. Students will also submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4	Coursework	100%

Derogations

None

Learning and Teaching Strategies

The strategies that will be used for the delivery of this module are as follows:

- Lectures will allow students to identity, appreciate, and apply Design concepts and techniques.
- Verbal and visual presentations will mark the steps of the process.
- Assignments will enable students to produce work for their portfolio.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and student seminars will underpin the student's skill development and their engagement with research.
- Working in small groups will be encouraged

This module will also follow the **ALF (Active Learning Framework**) guidelines, which will include alternative methods of assessment and a blended approach to delivery, with some theory and software sessions being delivered online (depending on requirements and student experience).

Indicative Syllabus Outline

This module will be delivered over twelve weeks with weekly taught sessions that introduce students to the identification, appreciation, and application of creating a piece of print or digital product. The emphasis will be on exercising a complete design process, preferable until the evaluation of the product by its users. The syllabus will be broken down into the following sections:

- Introduction to interaction design
- The interaction design process
- Elements of the interaction design
- Conceptualisation interaction and mental models
- Data collection related to the context of use, analysis, and information design
- User interface design and patterns
- Prototyping and designing in Adobe XD
- Testing and evaluation process
- The future of immersive interaction

Indicative Bibliography:

Essential Reads

Cooper, A. (2014), *About Face: The Essentials of Interaction Design.* Fourth edition. Indianapolis, Indiana: Wiley.

Other indicative reading

Rogers, Y., Sharp, H. and Preece, J. (2011), *Interaction Design: Beyond Human-Computer Interaction.* 3rd ed. Wiley.

Benyon. (2019). *Designing User Experience: A Guide to HCI, UX and Interaction Design.* Fourth edition. Pearson.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication