



University of the
West of England

MODULAR PROGRAMME

COURSEWORK ASSESSMENT SPECIFICATION

Module Details

Module Code UFCFQ5-30-3	Run 16SEP/1	Module Title INTERACTION DESIGN
Module Leader Keir Williams	Module Coordinator	Module Tutors Keir Williams
Component and Element Number B: CW2		Weighting: (% of the Module's assessment) 42
Element Description Society and Technology		Total Assignment time 64.8 hours

Dates

Date Issued to Students 16 January 2017	Date to be Returned to Students
Submission Place	Submission Date 06/04/17
Blackboard	Submission Time 2.00 pm

Deliverables

1. Documentation of your research using written and visual materials.
2. A design brief based on your research.
3. Documentation of the development and final solution to your design brief.
4. A link to your final design prototype.

Module Leader Signature

Society and Technology

Disability Culture, Civic Technologies, Design for Children

Final Submission: Blackboard. Thursday Apr. 6th | 13:59

Module: Interaction Design (UFCFQ5-30-3)

Semester 2: 16th January 2017 – 23rd April 2017

Component: B1 (CW2)

Weighting: Module Total: 28%

Contact Time: 3 hrs per week

Coursework preparation: 3 hrs per week |

Reading and learning course material: 4.8 hrs per week

Module Teaching email: keir.williams@uwe.ac.uk

Assignment Overview

In groups of three or four you will research and create a prototype system to support an organisation that is working in one of the following three areas:

Disability culture; civic participation; design for children

In order to do this, you will carry out the following activities:

- **Activity 1** – Conduct research into the aims, activities and service users of your organisation.
- **Activity 2** – Write a design brief which identifies a design problem for that organisation.
- **Activity 3** – Prototype a design solution based on your design brief, document it and present it as a hi-fidelity prototype or system mock-up.
- **Activity 4** – Document your project using a group blog & individual twitter account.
- **Activity 5** – Design and print a 24 page ‘trade book’ using Blurb.co.uk

Deliverables

The following is a list of the specific deliverables that must be submitted in order to fulfil the requirements of the brief. You will submit and be assessed on:

A report in **PDF format** which contains the following:

- | | |
|--------------------------------------------------|------------|
| 1. As an individual : A research journal. | 750 words |
| 2. As a group : A design brief. | 500 words |
| 3. As a group : A prototype report. | 1250 words |

You will then provide the following:

1. As a **group**: A final high-fidelity prototype or system mock-up.
2. As a **group**: A URL of your blog detailing your project processes.
3. As a **group**: A 300-word summary of your project with a single image that illustrates your project as a **PDF** file.

Marking breakdown

- | | |
|-----------------------------|-----|
| • Research journal: | 30% |
| • Design brief: | 10% |
| • High-fidelity prototype: | 40% |
| • Project summary and blog: | 20% |

Important dates

- | | |
|-----------------------------|-----------------------------------------------|
| • February 16 th | Dr Rob Phillips civic participation workshop. |
| • March 16 th | Design brief presentations. |
| • TBC | Tourettes Hero disability culture workshop. |
| • April 6 th | 2pm Blackboard Hand-in. |
| • April 13 th | Trade book submission. |

Detailed Assignment Processes

The following provides a detailed overview of the activities and submission process that must be adhered to in order to meet the requirements of this assignment.

Activity 1 – Design based research

You must select an organisation such as a charity, community interest group or company that is working in one or more of the following areas: disability, civic participation, children. You must discuss your choice with Keir Williams before starting your research.

You will research, analyse and discuss:

- The aims and purpose of your organisation.
- The activities and services it offers to achieve its aims.
- The people that use the service or organisation.
- A design problem for the organisation that you as a designer can support.

In order to do this, you must select and use appropriate research methods. Examples include: conducting interviews with staff and users at the organisation, literature reviews, observations of events/ activities, a consideration of competitors and the wider market.

Please note the use of surveys will not be accepted as an appropriate research method for this assignment.

For your final submission you will include a 750-word **individual** research journal in your report which documents your research process and findings.

Activity 2 – Design Brief and presentation

Using your research and the template provided (available here: <https://goo.gl/iURU7K>) you will write a **group** design brief that sets out:

- Your design problem.
- The context of your design problem.

In order to get feedback on your design brief:

- You will present your brief as a group to the class and 2nd year UX students as a 5min presentation in week 6 March 16th 2017.
- You will provide constructive feedback on your peer's work.

This is a progression point. You may only continue to the next activity if the lecturer decides your design brief is of a high enough standard.

Activity 3 – Prototyping and final report

Using your research and design brief you will as a **group**:

- Develop and document a series of concepts which show an iterative design process using written and visual materials.
- Develop a high-fidelity prototype or system mock-up that represents your final design solution.
- Discuss how this prototype meets the design brief you have created.
- Create a 1250-word **group** prototype report describing your design processes and final prototype.

Your final design must conform to the following constraints:

- You may **not** present a mobile app as your final solution.
- You must demonstrate how the prototype will be used by your chosen organization and its users.
- Use technology that given the resources and time you could feasibly work with.

Activity 4 – Documentation: Twitter feed & Group Blog

- You will maintain an **individual** twitter feed which provides an overview of your work in and out of class each week.
- You will maintain a **group** blog which will provide an overview of your project progression each week.
- These can then be used to inform your **individual** research journals.

Activity 5 – Design and print a ‘trade book’ on Blurb.co.uk

As a **group** you will present your project as a printed ‘trade’ book using the blurb.co.uk printing service. The book will include:

- A brief overview of your group research.
- Your design brief.
- Your prototype report
- An overview of your final prototype design.

These trade books should use a range images and make use of engaging and contemporary design approaches. The following are the minimum requirements for your book. You can use design software of your choice and upload a PDF or use the Blurb.co.uk book making software. [Blurb.co.uk/pricing](https://www.blurb.co.uk/pricing)

- Book type: Trade book, soft cover.
- Size: 15cm x 23cm
- Printing style: Standard colour printing
- Pages: 24.

You will submit a PDF copy of your book on Blackboard before 2pm Thursday April 6th.

You will submit a printed copy to 2Q20 before 2pm Thursday April 13th.

Important note: It takes around 2 weeks to print these books so ensure you leave enough time to get them printed.

Marking Guidance

You will be marked on the following elements that make up your report:

Research and blog (30%)

- Are the research findings thorough and clearly presented?
- Are appropriate research methods used?
- Is there a clear structure to the report?
- Are there suitable illustrations and annotations?
- Does the blog provide a clear engagement by the group in the project?

Design Brief (10%)

- Does the brief present a clearly defined design problem that is relevant to the chosen organisation?

Design Solution (40%)

- How far does the design solution go towards fulfilling the design brief?
- Is the prototype or system mock-up able to demonstrate the concept for the design solution in an articulate manner?
- Does the final design demonstrate that students have taken a creative and innovative approach to solving the design brief?

Design summary, trade book and poster (20%)

- Has the group been able to articulate their research findings and subsequent design insights in a concise summary and poster?
- Does the trade book convey an overview of the project in an engaging manner?

Submission Details

- You will submit a PDF copy of your book on Blackboard before 2pm Thursday April 6th.
- You will submit a printed copy to 2Q20 before 2pm Thursday April 13th.

Ensure that you test your portfolio and client website on multiple machines, screensizes and browsers. Links must work and file permissions must be such that the material is available to mark online. Work that is unavailable online cannot be marked.

Submission format guides:

Report: You must submit a **PDF** of your report with your name and student number in the filename using the ACM or the Springer template which are available on Blackboard. **Work not in this format will not be marked.**

- Templates also available here: <https://goo.gl/bij4BG>

Summary and image: A **PDF** containing the text, image and a link to your group blog.

Trade book: See Activity 5 for details.

Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- Digital Media BSc Learning Policy:
- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbg>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/lu3S3L>
- UWE Plagiarism policy: <http://goo.gl/vAHWOp>
- UWE Academic appeal process: <http://goo.gl/Tf1nv3>

Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your Bibliography. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>