

MA Interaction Design Communication
Programme Specification 2018/19

APPROVED

Course AOS Code	05280
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No. of Terms	4
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FHEQ Level	Level 7 Masters
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QAA Subject Benchmark	Art and Design
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Course Credits	180
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Term Duration	10 Week(s)
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Valid From	June 2019
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Programme	Interaction Design and Visual Communication (L039)
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PSRB	
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No PSRB Assigned	
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Work placement offered	No
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Collaboration	
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No collaboration	
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Course Entry Requirements	<p>MA Interaction Design Communication has a particular aim to appeal to communication designers who are interested in exploring these new and emerging areas of design practice.</p> <p>The course seeks students who have a critical understand of how technologies and digital culture are affecting design practices, and who are keen to work with network digital systems, and in areas of design research and practice that challenge preconceptions.</p> <p>Although not an entry requirement, you should be comfortable with some basic coding (some i.e. HTML CSS) in order to communicate ideas with colleagues, although strong creative experience in this area is an advantage. We will introduce you to various coding languages and design prototyping platforms during the course, but expect that individuals will develop their skills base within specific project work.</p> <p>Recruitment and admissions</p> <p>Applicants are expected to have an honours degree, preferably in a related subject. However, we do not exclude candidates who have graduated from other less strongly aligned disciplines.</p> <ul style="list-style-type: none"> • Additionally, we welcome applications from non-traditional backgrounds and in particular mature students. We can also assess prior experience as part of our selection criteria. • If you do not have the required qualifications, but do have professional experience, you may be eligible to gain credit for previous learning and experience through the AP(E)L system. Your experience is assessed as a learning process and tutors will evaluate that experience for currency, validity, quality and sufficiency. • Language requirements (International/EU) <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score</p>
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in your application. If you have booked a test or are awaiting your results, please clearly indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.

IELTS 6.5 (or equivalent) is required, with a minimum of 5.5 in each category.

You can check you have achieved the correct IELTS level in English on the Language Requirements page.
<http://www.arts.ac.uk/lcc/courses/support-for-international-students/>

Deferring an offer:

Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2019/20 place deferred to 2020/21. International applicants should first meet any offer conditions and pay the deposit in order to defer. In all cases, deferred places will be held for one year.

Making a deferred application:

Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2020/21 instead of to 2019/20. Immigration regulations prevent International applicants from making a deferred application.

Selection Criteria

Sufficient prior knowledge and experience of and/or potential in a specialist subject area to be able to successfully complete the programme of study and have an academic or professional background in a relevant subject.

Also to show a willingness to work as a team player, good language skills in reading, writing and speaking, the ability to work independently and be self-motivated.

Critical knowledge of and enthusiasm for the subject area and capacity for research-led design, intellectual inquiry and reflective thought through: contextual awareness (professional, cultural, social, historical); evidence of research, analysis, development and evaluation (from previous academic study and employment) and a grounded understanding of the world of sonic, visual and networked culture and be able to engage in and contribute to critical discussion.

In the project proposal a description of the area of interest, field of study and the particular focus of their intended project. This should include an overview of how you intend to go about producing the project and the methodology.

Portfolio should be conceptual and research based, you must show your thinking and making process and a curious nature to explore, test and experiment.

A willingness to work in the physical realm with networked digital systems and in areas of design research and practice that challenges preconceptions

Introduction and Outline

Summary and Aims

The Master of Arts course in Interaction Design Communication is a full-time (30 weeks for Pg. Dip, 45 weeks for MA) practice-led design course that investigates both the theory and practice of interaction design in a broad, speculative and critical context. Its unique approach is that it explores interaction design as a specific form of design with particular communication design effects. This means the course addresses an expanded field of interaction, design and communication practice affording opportunities for you to develop rigorous experimental practice.

This approach equips you with both the intellectual abilities and practical skills to propose and produce innovative design solutions rooted in research, iterative design practice and applied contextual understanding.

With a focus on synthesising thought through rigorous design prototyping (making), digital processes and user perspectives the course provides an opportunity for experimental practice in an area of design that increasingly explores the intersection of the physical and digital domains.

The course places you in a position to work across digital and interactive communication design, interaction design for products services, data environments and innovation processes for networked products services. The course is as interested in questions just as much as answers and can also lead to further design research at MPhil/PhD level as well as to advanced self-directed experimental design practice.

The design of the course meets the terms and conditions for the award of the title of Master of Arts Interaction Design Communication / Postgraduate Diploma in Interaction Design Communication as approved by the University of the Arts London.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Distinctive Features

	Distinctive Features
1	<p>The Expanded Field of Interaction, Design and Communication: The subject mix of interaction design, speculative design, critical design and communication design is a distinctive feature of the course that enables students to work across these three domains in a highly fluid way that is representative of contemporary design and media practice. This builds on LCC's position as a leader in the development of communication design as a discipline and represents an opportunity to study and expanded field of interaction, design and communication.</p>
2	<p>Applied Critical Thought: The integrated approach of the course to critical thinking provides you with the opportunity to work with critical ideas in an applied design context - for example psycho-geographic practice as empirical research or engaging with other critical theories of space to generate user perspectives - this ensures that ideation processes take on both the macro as well as micro opportunities for innovation and speculation crucial to building a portfolio of highly engaged work.</p>
3	<p>Design Prototyping (making): The course introduces you to prototyping methodology through a range of innovative and contemporary processes and platforms including Arduino for physical computing and electronics prototyping to the more quick and dirty processes of paper prototyping and video prototyping. These allow you to feedback understanding quickly into a highly iterative design process. This enables you to understand issues of scope, function and outcome from multiple perspectives.</p>
4	<p>Portfolio Building: The practice-based nature of the course is derived from the understanding that the primary tool for successful graduate progression in this field is the portfolio of work. You will build a strong portfolio of critically agile work over the course that will enable them to progress to their chosen destinations. These projects may manifest themselves in the portfolio as outcomes such as installations, films, web projects, apps or other design artefacts or prototypes.</p>
5	<p>Low Tech / High Tech: You will connect past and future, physical and digital, learn how to use a real world approach with computing and computational thinking in the real world. This innovative and experimental approach is driven by course staff who founded the cross institutional LT/HT community of practice. Members are involved in exploring practice with technologies involving textile, sound, light, electronics and programming and finding commonalities in practice and engaging in new processes where they combine both Low Tech / High Tech approaches. This community provides opportunities for you to engage with related practice across UAL colleges with other members specifically at CSM and CCW.</p>
6	<p>Collaboration in Research and Practice: The course requires that you work in groups to explore critical ideas and produce design outcomes collaboratively. This is particularly true in the first term of the course and is crucial in building your ability to work in multi-skilled teams. You will also be expected to keep a weblog of your research and practice to ensure that your peers can develop a broader understanding of the practice of the group and so you take responsibility for your ideas in the social context of digital culture.</p>
7	<p>Course Staff: You will work with highly qualified and experienced educators and practitioners in design who deliver the course and who retain close involvement with the industry, continuing their professional practice and, engaging in scholarly research at an international level. In addition, there will be a programme of visiting experts from industry and academia.</p>
8	<p>Self Direction: One of the differences you will experience between working at postgraduate level and working at undergraduate level is that you are expected to timetable and manage your own learning to a much greater extent at postgraduate level. Your success or failure on the course will depend to a great extent on how rigorously and responsibly you take this self-direction and how well you respond to tutorial advice. The level of self-management required of you will increase throughout the course.</p>
9	<p>Studio Culture: You will benefit from allocated studio space equipped with both creative IT and a physical computing lab. This facilitates a studio environment highly aligned with</p>

	professional practice within the discipline. This studio is co-located within the Interactive and Visual Communication Programme ensuring you have access to a community of practice and broad resource base with aligned courses in games design, animation and visual communication.
10	UAL & LCC: The University of the Arts London and the London College of Communication maintains strong industry links and delivers a world-class environment within which to study Interaction Design Communication. You can access resources ranging from our Stanley Kubrick archive or our industry standard production resources in addition to the largest specialist library within the university. The Design School currently has links with the BBC, Sennep, All of Us, IDEO the V&A, Creative Review, Gamesys, Channel 4, Eye Magazine, Imperial War Museum, Tate, Bloomberg, Pentagram, Samsung and is the host of London's first Maker Faire. It is this environment within the Design School at LCC that distinguishes the course and ensures that you will benefit from this long established network and move with confidence into your chosen field.

Years

Year 1

Credits 180

**Percentage
of Scheduled
Learning** 30

Exit Awards Postgraduate Diploma (Exit Only)
Postgraduate Certificate (Exit Only)
MA Interaction Design Communication (Exit Only)

Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide you with the opportunity to develop as a professional practitioner within the expanded field of Interaction Design Communication.
Aim	Provide you with an understanding of industry in order you understand the specialised industrial context of practice in this field.
Aim	Develop your ability to employ rigour in the analysis, synthesis and evaluation of Interaction Design Communication theory and practice, through the completion of a major project.
Aim	Enable you to solve problems with self-direction and originality, and to act independently in planning and implementing Interaction Design Communication projects.
Aim	Provide you with the opportunity to produce speculative design solutions that use critical ideas to propose areas of innovative design practice.
Aim	Provide you with the opportunity to develop your specialism within the expanded field of Interaction Design Communication.
Aim	Enable you to prototype digital and analogue design artefacts using processes widely used in industry and practice.
Aim	Enable you to communicate complex ideas from critical and user centred perspectives to advocate a particular direction.
Aim	Enable you to ask critical questions of established systems and processes and products.
Aim	Develop your ability to work collaboratively and express complex ideas to diverse audiences.
Outcome	Produce innovative project work within the expanded field of Interaction Design Communication across the physical and digital domains. (Research, Analysis, Subject Knowledge, Experimentation, Technical Competence, Communication and Presentation, Personal and Professional Development, Collaborative and / or Independent Professional Working)
Outcome	Demonstrate an understanding of the expanded field of Interaction Design Communication through advanced practice. (Research, Analysis, Subject Knowledge, Experimentation, Technical Competence, Communication and Presentation)
Outcome	Use relevant digital and analogue design prototyping platforms and processes to realise projects. (Research, Analysis, Subject Knowledge, Experimentation, Technical Competence)
Outcome	Understand and use a range of software and media tools to communicate complex ideas. (Experimentation, Technical Competence, Collaborative and / or Independent Professional Working)
Outcome	Demonstrate an understanding of critical ideas that frame experimental practice " through practice and written reflection. (Research, Analysis, Subject Knowledge, Experimentation)

Outcome	Present complex ideas to diverse audiences. (Personal and Professional Development, Collaborative and / or Independent Professional Working)
Outcome	Demonstrate an understanding of the value of Interaction Design Communication methodologies in framing design questions and proposing design solutions. (Subject Knowledge, Communication and Presentation, Collaborative and / or Independent Professional Working)
Outcome	Articulate user perspectives within complex design processes. (Research, Analysis, Subject Knowledge)
Outcome	Work collaboratively to achieve research and design goals. (Personal and Professional Development, Collaborative and / or Independent Professional Working)

