

# **BA (Hons) Interaction Design Arts**

Programme Specification 2019/20

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	London College of Communication
<b>School</b>	University of the Arts London
<b>Programme</b>	Interaction and Visual Communications (L039)
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2019
<b>QAA Subject Benchmark</b>	Art and Design
<b>Collaboration</b>	N/A
<b>UAL Subject Classification</b>	Communication and graphic design
<b>JACS Code</b>	W212 - Multimedia design
<b>UCAS Code</b>	N/A
<b>PSRB</b>	N/A
<b>Work placement offered</b>	N/A
<b>Course Entry Requirements</b>	<p><b>Home/EU/International</b></p> <p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p><b>The standard entry requirements for this course are as follows:</b></p> <p>80 UCAS tariff points for entry in 2020, or 64 UCAS tariff points for entry in 2019, which can be made up of one or a</p>

	<p>combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"><li>• A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences).</li><li>• Pass at Foundation Diploma in Art &amp; Design (Level 3 or 4).</li><li>• Merit, Pass, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT &amp; Computing, Media).</li><li>• Pass at UAL Extended Diploma.</li><li>• Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing).</li><li>• OR equivalent EU/International qualifications, such as International Baccalaureate Diploma.</li></ul> <p><b>And 3 GCSE passes at grade 4 or above (grade A*-C).</b></p> <p><b>English Language requirements (International/EU)</b></p> <p>IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main <a href="#">English language requirements</a> page.</p> <p>All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.</p>
<b>Selection Criteria</b>	<p>The portfolio, along with the details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"><li>▪ Visual language: quality of structure, use of line, shape - 2D or 3D, form, scale, space, light, colour, texture and time.</li><li>▪ Ideas generation: quality of ideas and thought process, expression of design thinking.</li><li>▪ Research and its application (including images from sketch books): evidence of investigation and use of appropriate resources.</li></ul>

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|  | <ul style="list-style-type: none"><li>▪ Materials, media exploration and experimentation; experimentation and testing of materials to achieve outcomes.</li><li>▪ Contextual awareness and its influence on the portfolio; understanding and application of subject knowledge and context.</li></ul> |
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# Awards and Percentage of Scheduled Learning

## Year 1

<b>Percentage of Scheduled Learning</b>	<b>30</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education	120

## Year 2

<b>Percentage of Scheduled Learning</b>	<b>30</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education	240

## Year 3

<b>Percentage of Scheduled Learning</b>	<b>22</b>
<b>Awards</b>	<b>Credits</b>
Bachelor of Arts	360

# Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

<b>Aim/Outcome</b>	<b>Description</b>
Aim	Provide you with the knowledge and skills to support your study of interaction design arts as a creative and dynamic activity.
Aim	Assist you in developing a personal design methodology and enable you to speculate on new, innovative approaches to the subject.
Aim	Enable you to appreciate, explore, interrogate and challenge the existing forms of the subject through independent and collaborative enquiry.
Aim	Assist you in placing of interaction design in an historical, social, cultural, theoretical, technical and professional context.
Aim	Equip you with the necessary technical and transferable skills to assist you in determining your professional future.
Aim	Equip you with the necessary transferable skills to assist you in progression onto LCC's postgraduate provision.
Outcome	Produce engaging trans-media communication and produce innovative interactive experience. (Realisation)
Outcome	Produce innovative design prototypes that both understand people (user centred design) demonstrate the strong application of design principles. (Knowledge)
Outcome	Systematically identify and investigate appropriate sources related to projects subject matter. (Process)
Outcome	Examine and interpret varied research material and engage in the methodologies specific to interaction design and arts practice in order to inform outcomes. (Enquiry)
Outcome	Problem solve, take risks, experiment and test ideas processes in the realisation of concepts. (Process)
Outcome	Demonstrate multidisciplinary design skills in the final execution of ideas appropriate to both interaction design and arts practice. (Realisation)
Outcome	Show clarity of purpose, appropriate selection of tools and platforms, awareness of appropriate conventions and sensitivity to the needs of

	the audience in the production and presentation of ideas related to of interaction design and arts practice. (Communication)
Outcome	Manage your learning through reflection, planning, self-direction, subject engagement, and commitment. (Process)
Outcome	Demonstrate suitable behaviour for working in a professional context alone or with others. (Process)

	<b>Distinctive Features</b>
1	The course philosophy is reflected in the way in which the studios are structured and used. In addition to the studio environment, the studios sit in a large and growing network of collaborators, institutions and communities which contribute to the unique nature of Interaction Design Arts.
2	The Studio environment: Designers' Playground; The studios facilitates a community of practice where you will take ownership of the space. IDA's facilities and resources reflect the studio's philosophy of play and prototyping with a range of physical and intellectual tools and methods. You will be exposed to innovative media processes such as design prototyping and physical computing. You will develop a transferable skill set and learn an iterative design process that will enable you to respond to varied design challenges working in talent clusters across the nexus of disciplines. The studios are a place you will want to be rather than where you have to be.
3	Approaches to the Field of Interaction Design: The course approach to the discipline revolves around the media-agnostic maxim of 'high-tech, low-tech and no-tech.' Instead of focussing on screen-based media or cutting-edge technologies, you will be encouraged to focus on users, audience and environment to develop projects that critically consider their purpose. By exploring objects, systems and situations your practice is lead by ideas generation not technology. The concept of hybridity – mixing media and methods – to suit a brief is also central to the IDA approach to interaction. The concept of 'Arts' allows IDA practice to extend across the traditional borders of art and design into broader creative territory.
4	Tools and Resources: You will have access to a full range of construction tools in our own 'dirty' space and LCC's 3D workshop. The IDA studios are equipped with high-end computers and industry-standard software. There is a range of professional film-making equipment; both digital and analogue and physical computing hardware; including Raspberry Pi and Arduino. IDA also has a range of innovative tools such as Lego Mindstorms for prototyping, drones, access to chromakey and animation facilities, Kinect, 3D printing and Oculus Rift. You will also have access to the full range of LCC's main facilities including printmaking, letterpress, bookbinding, photography, sound design, IT and the library and learning resources. You will be afforded the opportunity to take part in extensive workshops to develop skills in any of these technical areas guided by the focus of your studio practice.
5	Access to Staff: IDA tutors and technicians are as much a part of the studio environment as you. Although there will be timetabled classes and tutorials, the

	<p>studio culture brings with it an accessible environment where the IDA staff team are frequently available for sudden emergencies or just a chat.</p>
6	<p>Real-World Collaborations: On the course you will gain the experience of working on live briefs with a range of collaborators. Low-tech interventions such as the Leathermarket Joint Management Board garden project where students worked on redesigning and rejuvenating public space on the estate to make it more interactive and inclusive: To our regular collaboration with museums like for the Science Museum Lates events where students exhibit a range of high-tech interactive pieces to thousands of public visitors.</p>
7	<p>The Diploma in Professional Studies: An exciting opportunity on the program is for you to spend a year in industry between your second and third years. Every year, the students that take this opportunity travel around the world to work with a huge range of creative companies and studios. Previous students have worked for Local Peoples in Melbourne, Australia, Landor Associates in Shanghai, Pentagram New York, Hellicar &amp; Lewis and Rem Koolhaas in Rotterdam.</p>
8	<p>Professional Links: The Diploma in Professional Studies, our studio community and our relationship with alumni have built strong industry links. These provide fantastic opportunities for internships, collaboration and employment once you've graduated. Companies often seek a professional relationship with the course, students and alumni.</p>
9	<p>Postgraduate progression As well as strong industry links, a large proportion of our students go on to postgraduate courses at globally renowned institutions such as the Royal College of Art, Eindhoven, London School of Economics, Goldsmiths, Central Saint Martins and Carnegie Mellon University. Many also progress internally to LCC's MA Interaction Design Communication.</p>
10	<p>Community: IDA has a strong community of practice that encourages professional and social integrity, enquiry and enthusiasm. There is a very strong community ethic. The only race is with yourself, not others. We maintain close ties with alumni and within the studio encourage a culture of cross-year collaboration and peer-to-peer learning.</p>

## Course Detail

Focusing on the relationships between people, designed objects and experiences, you will work with interaction, narrative and moving image, alongside processes such as design prototyping, film-making, coding and physical computing. BA (Hons) Interaction Design Arts is a practice-led course exploring the communicative potential of physical experience.

**Philosophy.** Working around the maxim of ‘high-tech, low-tech and no-tech’ you will be encouraged to pursue media-agnostic projects that put people at the center of your art and design practice. As well as developing personal work, you will have the opportunity to regularly collaborate with local communities on long-term human-centered projects.

You will be encouraged to actively play as you pursue projects through a core methodology of research, testing and iterative prototyping.

The course philosophy exemplifies an approach to interaction design that is experimental, applied and highly creative and an approach to arts that is innovative and future-facing. This understanding of ‘interaction’ is the lens through which the course approaches the broad practice of design and communication that is not media specific.

**History.** Built on the traditions of the British art school, Interaction Design Arts is the evolution of the renowned BA Design for Interaction and Moving Image which sprung from the worlds-first undergraduate graphic design course established over fifty years ago at LCC.

**Graduates.** You will be joining a friendly and well-established community of practice built on collaboration both inside and out of the studio between year groups and returning alumni. Interaction Design Arts graduates display a high level of curiosity about the world around them with a pragmatic and rigorous design approach rooted in a critical understanding of how people are affected by interacting with designed objects, systems and environments.

This approach is validated by our graduates who have gone on to work at places such as the BBC, Skype, Nexus Productions, Technology Will Save Us, Onedotzero, Penguin, Blacionica, Superflux, Kin, Weiden + Kennedy, Hellicar and Lewis, Rem Koolhaas, Arup, It’s Nice That, Gavin Turk, This Happened London and Pentagram or establish their own successful studios and practices such as Noot, Blac Ionica, Commissioned By You, Animade and Strange Telemetry.

Here they have taken on diverse roles such as research and development, art direction, interface design, animation, production, creative technology, curation, sculpture,

consultancy, photography, documentary and narrative film-making, performance, graphic design, motion graphics, branding, arts management and journalism.

A high number of graduates also proceed to postgraduate education at places such as the Royal College of Art, Eindhoven, the London School of Economics, Goldsmiths, SOAS and Carnegie Mellon University.

The course encourages you to set your own outcomes and boundaries and plot your own future.

No two graduates' work is the same.

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.

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## Course Units

Each year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year.

Each unit is credit-rated; the minimum unit size is 20 credits. There are always 120 credits per year, and 360 credits make up the BA (Honours) degree.

Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

In Year One, the emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner.

Under the Framework for Higher Education Qualifications the Levels for a BA are:

Level 4 (which is stage 1 of the course) Level 5 and Level 6.

There is a progression point at the end of each level and in order to progress, all units of the preceding level must normally be passed.

If you are unable to continue or decide to exit the course, a **Certificate of Higher Education (Cert HE)** will be awarded following the successful completion of Level 4, or a **Diploma in Higher Education (Dip HE)** following the successful completion of Level 5.

In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is **either** comprised of the marks from Level 6 units only, weighted according to their credits, or the highest graded 100 credits from level 5, at a weighting of 30%, and all 120 credits at level 6 with a weighting of 70%. Your classification is based on the highest result.

For more detailed information regarding your course's contact hours please check Moodle and '**My Contact Hours**', which can be accessed through <https://mycontacthours.arts.ac.uk/>

In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page [https://mytimetable.arts.ac.uk/timetable\\_navigate/](https://mytimetable.arts.ac.uk/timetable_navigate/)

## Learning and Teaching Methods

- Lectures/large group learning: the main areas of theory and its practical applications will be covered in a planned series of tutor-led sessions.
- Workshop & seminar learning: practical sessions that will enable the student to experiment with a skill or technique relevant to the area of study. Students will be able to share their understanding with others and obtain guidance from lecturers to identify solutions to practical or theoretical problems.
- Academic tutorials: individual assistance is provided by lecturers to assist students with difficulties in their understanding and practical application of theory and skills. This is important for clarifying the requirements for assessed work.
- Self directed learning: independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding. This can be undertaken at home or using college facilities.
- Outside speakers and visits: these provide students with a perspective of contemporary issues and recent events.
- Assessed assignments: these assess the student's attainment of the learning outcomes and develop the key skills that will form an important aspect of their learning. The completion of assignment briefs are therefore regarded as a method.

#### **Assessment Methods**

- The Portfolio of Work: This contains creative design and associated developmental artefacts produced in the process of engaging with set design briefs. This will also include a research weblog and/or sketchbook documenting your iterative design and development process and any other specific elements required by the unit.
- Prepared writing: This includes academic writing i.e. thesis and dissertations, reports, critical and reflective writing any other specific forms required by the unit.
- Crits and presentations: Oral presentation and personal presentations of creative work are used in formative assessments on all studio units in the course to ensure you are confident about your work and get the benefit of seeing the work of your peers in a critical context.

#### **Reference Points**

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College (LCC) policies and initiatives
- Level descriptors
- QAA Art & Design Benchmark statements
- Industry panels and experts

Course Diagram | BA Interaction Design Arts

BLOCK-BASED STRUCTURE

		week 0	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	Week 11		week 12	week 13	week 14	week 15		week 16	week 17	week 18	week 19	week 20	Week 21		week 22	week 23	week 24	week 25	week 26	week 27	week 28	week 29	week 30	week 31					
YEAR 1	Freshers Week	<b>Block 1</b>																		<b>End of Block</b>	Activities Week	<b>Block 2</b>																			
		Intro to Interaction Design Arts Unit (20)												S								n Tech, Low Tech, No Tech						cont. (40)						S							
		Exploration & Play (40)												Christmas Break								CTS 1						CTS1 (20)						S							
		<b>Block 3</b>																				<b>Block 4</b>																			
		Desire Lines & Affordances (40)												Christmas Break								Expanded Cinema &						Physical Computing (40)						S							
		Professional Practice (20)																				CTS 2						CTS 2 (20)						S							
		<b>Block 5</b>																				<b>Block 6</b>																			
		Major Studio Project (60)												Christmas Break								MSP cont						MSP cont. (60)						S							
		CTS 3 : Route A (40)																				Minor Studio Project (20)						cont. (20)						S							
		CTS 3 : Route B (20)																																							
Additional Minor Studio Project (20)																																									

*The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable.*