

# **BA (Hons) Information and Interface Design**

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>UAL Subject Classification</b>	Communication and graphic design
<b>JACS Code</b>	W280 - Interactive & electronic 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 combination of the following accepted full level 3 qualifications:</p>

- A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences)
- Pass at Foundation Diploma in Art & Design (Level 3 or 4)
- Merit, Pass, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing)
- Pass at UAL Extended Diploma
- Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing)
- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma.

**And 3 GCSE passes at grade 4 or above (grade A\*-C).**

### **APEL - Accreditation of Prior (Experiential) Learning**

Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

- Related academic or work experience;
- The quality of the personal statement;
- A strong academic or other professional reference;
- A combination of these factors.

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

### **English Language Requirements (International/EU)**

IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main [English language requirements](#) page for more information.

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.

**Selection Criteria**

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:

- Visual language: quality of structure, use of line, shape - 2D or 3D, form, scale, space, light, colour, texture and time.
- Ideas generation: quality of ideas and thought process, expression of design thinking.
- Research and its application (including images from sketch books): evidence of investigation and use of appropriate resources.
- Materials, media exploration and experimentation; experimentation and testing of materials to achieve outcomes.
- Contextual awareness and its influence on the portfolio; understanding and application of subject knowledge and context.

# Awards and Percentage of Scheduled Learning

## Year 1

<b>Percentage of Scheduled Learning</b>	<b>27</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education	120

## Year 2

<b>Percentage of Scheduled Learning</b>	<b>25</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education	240

## Year 3

<b>Percentage of Scheduled Learning</b>	<b>19</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	Develop you as a designer who has a material understanding of digital culture in order to create meaningful human centred design with digital tools and platforms.
Aim	Provide you with the knowledge and skills to support your study of information and interface design as a creative and dynamic activity.
Aim	Assist you in developing a personal design methodology and enable you to speculate on new, innovative and sustainable 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 information and interface design in an historical, social, cultural, theoretical, technical and professional and ethical context.
Aim	Equip you with the necessary technical and transferable skills to assist you in determining your professional future.
Outcome	Produce human centred design outcomes and visually structure information to enhance complex communication goals through the production of interactive design and interactive data visualisations. (Knowledge, Realisation, Process)
Outcome	Produce digital design prototypes that both understand user experience (UX) and demonstrate the strong application of user interface (UI) principles. (Knowledge, Realisation, Process)
Outcome	Systematically identify and investigate appropriate sources related to projects subject matter specifically including the ethics of working with data. (Enquiry)
Outcome	Examine and interpret varied research material and engage in the methodologies specific to information and interface design in order to inform outcomes. (Enquiry)

Outcome	Understand and apply the cultural, ethical and technological subject knowledge that informs the underlying principles related of information and interface design. (Knowledge)
Outcome	Problem solve, take risks, experiment and test ideas and digital processes in the realisation of concepts. (Process)
Outcome	Demonstrate digital skills in the final execution of ideas appropriate to both information and interface design. (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 information and interface design. (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	<p><b>Information Design + Interface Design:</b> The highly distinctive approach of this course is to marry the discipline of information design to the practice of interface design. This is in recognition that information design principles underpin all good interface design and that the digital skills required for areas such as interactive data visualisation are founded upon the same technical basis as interface design. This means you will be well placed to take advantage of the growing need of designers with such skills upon graduation.</p>
2	<p><b>The Interface as Critical Tool:</b> Whilst many courses in this area focus on 'interactivity' as the site of design/production this course proposes that the interface is the critical site of design. This means that we train you not just to design the 'interactive' component of an interface but that you are able to bring aesthetic and cultural concerns to bear just as a graphic designer designing a book would bring to the printed page. This also means that we consider an interface in its broadest terms - i.e. the point at which two things meet - and this could be where a cultural data set meets an architectural scale installation just as much as the more everyday interface design tasks.</p>
3	<p><b>Interactive Data visualisation:</b> The course extends the practice of information design and 'infographics' by teaching students to produce interactive data visualisations. There is a need for this as data sets increase in size and complexity designers are unable to provide the level of insight required in some situations with static graphic forms. The practice of interactive data visualisation has also developed specific technical platforms based on web technologies and the course gives a foundational introduction to some of the most used in the design industry.</p>
4	<p><b>Data as a medium:</b> Through information design and interactive data visualisation the course explores the rapidly expanding territory of data driven visualisation and interactivity. This distinctive approach at undergraduate level ensures you are well placed to become digital innovator building on the expanding data structures upon which so much social experience is conducted.</p>
5	<p><b>Sustainable Skills, Open platforms + Digital Culture:</b> The course identifies a discrete digital skill set that ensures you will have an approach to digital design practice that will facilitate lifelong learning. This is achieved by focusing on open source platforms, which are based around highly maintained, supported web technologies. This foundational approach to digital creativity will ensure you are able to benefit from the shared digital commons during the whole of your professional life. This means as a graduate you will understand that technologies evolve and you will be comfortable with this and you will feel comfortable contributing to, as well as benefiting from, the digital commons.</p>

6	<p>The Diploma in Professional Studies (DPS). This unique year long optional course, offers students the opportunity to undertake up to three placements anywhere in the world. Students on BA (Hons) Information &amp; Interface Design will be able to capitalise on this opportunity.</p>
7	<p>Programme Community: The course is established within a programme area that ensures the course is aligned with undergraduate courses in games design, interaction design arts as well as postgraduate provision in interaction design communication and games design. This means that as well as access to the production resources and technical expertise in these areas you will have access to a broad range of industry speakers from these disciplines. This presents a unique peer group with which to develop relationships that will enable collaboration across disciplines.</p>

## Course Detail

BA (Hons) Information and Interface Design is a specialised design-led, digitally focused course exploring User Experience (UX) and User Interface (UI) Design and interactive data visualisation for current and emerging technologies. Rooted in the foundational discipline of graphic design and visual communication the course embraces the digital skills of coding, animation for design (i.e. motion graphics) and information design preparing you to work in specialised screen-based areas such as design for the web, app design and data visualization. You will develop a future facing practice as a designer that will additionally enable you to design for emerging areas such as wearable technology, augmented reality and the Internet of Things. You will leave the course as a designer with a creative, practical and critical understanding of new technologies and someone who is excited by the potential of digital design practice.

In addition to responding to the demand for highly digitally literate designers the course is founded on the belief that as design shapes the world around us it is important that we train designers who are capable of engaging with digital culture at a material level. This is important to society at large as our social and political lives become more mediated by digital platforms and areas such as government policy are decided on metrics from the ever-expanding data-scape of contemporary life. Ensuring that we develop designers that can draw out the meaning from this digital morass and humanize its systems is key to understanding the purpose of BA (Hons) Information and Interface Design.

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

This is the percentage of your time spent in timetabled learning and teaching. You are expected to study for 1800 hours over the duration of the course; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

Year 1 – 39%

Year 2 – 34%

Year 3 – 20%

### 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
- AIGA definition of Graphic Design here <http://goo.gl/kPkph>
- Text Matters definition of Information Design here <http://goo.gl/SnAjhv>
- Tech Target definition of Data Visualisation here <http://goo.gl/M8ygcz>
- UX/UI from Fast Co design Professional roles here <http://goo.gl/upBAjV>



*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.*