BA Interaction Design Arts
Programme Specification 2018/19

APPROVED

Course AOS Code	10250	No. of Blocks	6
FHEQ Level	Level 6 Degree	QAA Subject Benchmark	Art and Design

Course Credits	360

Block Duration	15 Week(s)
Valid From	September 1st 2018
Programme	Interaction Design and Visual Communication (L039)
JACS Code	W212 - Multimedia design

PSRB

No PSRB Assigned

UCAS Code	W280
Work placement offered	Yes

Collaboration

No collaboration

| Course Entry Requirements | The standard minimum entry requirements for this course are:

64 new UCAS tariff points from one of the following or a combination of the following full level 3 qualifications (see accepted qualifications link here):-

• A Level: subjects studied may include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). Ideally your A levels will be achieved at Grade C or above.

• One subject at A Level achieved at grade C or above PLUS Foundation Diploma in Art & Design (Level 3/4).

• BTEC Extended Diploma

• UAL Extended Diploma in Art and Design

• Access to HE Diploma

• International Baccalaureate Diploma

• Equivalent EU or Non-EU qualifications

Additionally you will have achieved passes at grade C or above in at least three GCSE subjects.

If English is not your first language you will also need an up to date English qualification. IELTS 6.0 (or equivalent) is required overall with a minimum of 5.5 in each of the four skills.

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	Your application will be considered by the admissions tutors and your suitability 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 subject knowledge and context.

Introduction and Outline

Summary and Aims

Introduction to Course

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, Commisioned 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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Distinctive Features

	Distinctive Features
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 Occulus 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 studio culture brings with it an accessible environment where the IDA staff team are frequently available for sudden emergencies or just a chat.
6	**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.
7	**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 & Lewis and Rem Koolhaas in Rotterdam.
8	**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.

9	**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.
10	**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.

Years

Year 1
Credits   120   **Percentage**   30
                                                       of Scheduled
                                                       Learning
Exit Awards Certificate in Higher Education (Exit Only)

Year 2
Credits   240   **Percentage**   30
                                                       of Scheduled
                                                       Learning
Exit Awards Diploma in Higher Education (Exit Only)

Year 3
Credits   360   **Percentage**   22
                                                       of Scheduled
                                                       Learning
Exit Awards BA (Hons) Interaction Design Arts (Exit Only)

Aim and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
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. **(Technical Competence, Subject knowledge)**
Outcome	Produce innovative design prototypes that both understand people (user centred design) demonstrate the strong application of design principles. **(Technical Competence, Subject knowledge)**
Outcome	Systematically identify and investigate appropriate sources related to projects subject matter. **(Research)**
Outcome	Examine and interpret varied research material and engage in the methodologies specific to interaction design and arts practice in order to inform outcomes. **(Analysis)**
Outcome	Problem solve, take risks, experiment and test ideas processes in the realisation of concepts. **(Experimentation)**
Outcome	Demonstrate multidisciplinary design skills in the final execution of ideas appropriate to both interaction design and arts practice. **(Technical Competence)**
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 and Presentation)**
Outcome	Manage your learning through reflection, planning, self-direction, subject engagement, and commitment. **(Personal and Professional Development)**
Outcome	Demonstrate suitable behaviour for working in a professional context alone or with others. **(Collaborative and/or Independent Professional Working)**

Course Diagram | [BA Interaction Design Arts]

Weeks: week 0 – week 15 | Winter Break | End Block | week 16 – week 30 | Spring Break

YEAR 1

Block 1 (weeks 0–15)
- Intro to Interaction Design Arts Unit (20 credits) — **S** (week 12)
- Exploration & Play (40 credits) — **S** (week 13)

Block 2 (weeks 16–30)
- High Tech, Low Tech, No Tech / High Tech, Low Tech, No Tech (40 credits) — **S** (week 28)
- CTS 1 / CTS1 (20 credits) — **S** (week 28)

YEAR 2

Block 3 (weeks 0–15, Block 3 cont)
- Desire Lines & Affordance (40 credits) — **S** (week 12)
- Professional Practice (20 credits) — **S** (week 12)

Block 4 (weeks 16–30, Block 4 cont)
- Expanded cinema & Physical Computing / Expanded cinema & Physical Computing (40 credits) — **S** (week 28)
- CTS 2 / CTS 2 (20 credits) — **S** (week 28)

YEAR 3

Block 5 (weeks 0–15, Block 5 cont)
- Route A CTS (40 credits) — cont — **S** (week 13)
- Major Studio Project (60 credits) — MSP cont
- CTS Route B (20 credits) + Additional Minor Studio Project (20 credits) — cont — **S** (week 13)

Block 6 (weeks 16–30, Block 6 cont)
- Minor Studio Project / (20 credits) cont — **S** (week 25)
- MSP cont / MSP cont — **S** (week 25)

S = Summative Submission point