ual: london college
of communication

BA (Hons) Interaction Design Arts

Programme Specification 2021/22

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
Programme	Interaction Design and Visual Communications (L039)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2021
Course Entry Requirements	**Home/EU/International** 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. **The standard entry requirements for this course are as follows:** 80 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications: • 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, Merit, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing, Media). • Merit 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 at 24 points minimum **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. 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.
Scheduled Learning and Teaching	During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	30
Awards	**Credits**
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	30
Awards	**Credits**
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	22
Awards	**Credits**
Bachelor of Arts	360

Course Aims 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. (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)

	Distinctive Features
1	The course philosophy is reflected in the way in which the studios (online and physical studios) are structured and used. In addition to the online and physical 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 (online and physical): Designers' Playground; The studios facilitates a community of practice where you will take ownership of the online and physical space. IDA's facilities and resources reflect the studio's philosophy of play and prototyping with a range of physical, digital 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	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.
5	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.
6	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.
7	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.
8	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.

Course Detail

BA (Hons) Interaction Design Arts is a multidisciplinary design course, working with multiple mediums to craft purposeful communication and experience. Students are encouraged to actively play as they pursue projects through a core methodology of research, testing and iterative prototyping.

This is a practice-led course that explores the communicative potential of physical experience. Focusing on the relationships between people, designed objects and experiences, students will work with interaction, narrative and moving image, alongside processes such as design prototyping, film-making, coding and physical computing.

You will develop a personal perspective from which to answer complex design problems, embracing approaches such as critical design and exploring design for social change.

What can you expect?

Working within the philosophy of 'high-tech, low-tech and no-tech', students are encouraged to pursue projects that put people at the centre of their design and arts practice. As well as developing personal work, students have the opportunity to regularly collaborate with local communities on long-term human-centred projects.

Our specialist studios are constructed as a designer's playground that will nurture and encourage creativity and learning, through the formation of a community of practice. There is also access to traditional media such as letterpress, printmaking and photography.

Drawing on a tradition of dynamism, exploration, prototyping and experimentation, students on BA (Hons) Interaction Design Arts are taught that the only boundaries are those set by the imagination and that creative ideas hold sway over technology.

Students on the course understand that design impacts the world at large and that they have a responsibility for the wider issues of sustainability and social inclusiveness.

Work experience and opportunities

You will graduate from the course able to approach industry with the confidence of being able to negotiate many specialisms across the full media spectrum. You'll leave with a wide range of technical, intellectual and design skills that will ensure that you're ready to work in this challenging and exciting area of contemporary design.

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications:

Diploma in Professional Studies (DPS): An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking a variety of placements and industry experiences. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Diploma in Creative Computing: An optional, year-long opportunity which allows you to develop the computational skills that are shaping the future of the digital creative industries. After successfully completing the Diploma and the final year of your undergraduate degree, you'll graduate with an enhanced degree title: for example, BA (Hons) Interaction Design Arts (with Creative Computing).

Course Structure

The academic year for this course is divided into 2 blocks.

The 1st block is of 15 weeks' duration from late September to mid-February. In accordance with the University timetable, there will be a four week holiday in December.

The 2nd block is also of 15 weeks' duration from mid-February to the end of June with a four week holiday for Easter.

Mode of Study

BA (Hons) Interaction Design Arts runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 33 weeks.

Course Units

In 2019, UAL declared a [Climate Emergency](). In response, LCC's [Design School]() set an ambitious Sustainability Action Plan in place to fully embed responsible practices within the curriculum and in everything we do.

As part of this initiative, we've shaped our courses around social and environmental sustainability principles that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values to foster a more sustainable planet. Our aim is to change the way our students think, and to empower you to work towards a sustainable future.

In common with all courses at the University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Interaction Design Arts qualification, you need to accumulate a total of 360 credits.

Year 1

Introduction to Interaction Design Arts (20 credits)

Through academic reflection, writing and practical workshops, this unit will equip you with essential skills that will give you the confidence to navigate through the course and College and to help you begin to develop a personal approach to your work.

Exploration and Play (40 credits)

Focuses on learning and discovery through practical activities and projects. It introduces core design principles and explores play as a method of research, experimentation and design.

Contextual and Theoretical Studies 1 (20 credits)

Through academic writing, lectures and seminars, this unit introduces you to histories, theories and debates in relation to information and interface design and visual and material culture.

High Tech, Low Tech, No Tech (40 credits)

Introduces you to design through materials, prototypes and diegetics. This media-agnostic unit invites you to consider technologically and materially appropriate design solutions to studio projects.

Year 2

Desire Lines and Affordance (40 credits)

This unit is intensive and designed to introduce you to subject specific processes and techniques involved in interaction and design. It deals with design in the lived environment; how people and users interact with the world around them and encourages you to reach beyond the studio for research and inspiration.

Contextual and Theoretical Studies 2 (20 credits)

Through academic writing, lectures and seminars in this unit, you will have the opportunity to further contextualise various aspects of art and design theory in its broadest sense, by focusing on specific options.

Professional Practices (20 credits)

This unit seeks to extend your knowledge of the creative, cultural and design industries,

providing you with opportunities to work on live project as you continue to develop your design practice in mixed-discipline and collaborative teams.

Expanded Cinema and Physical Computing (40 credits)

This unit is designed to further aid and develop the work and concepts introduced in the previous unit. The unit encourages you to experiment and push new media and technologies to their limits. The unit is also highly spatial and technical, looking at programming, sensors and computing in a real-world context.

Diploma in Professional Studies

The Diploma in Professional Studies (DPS) is an optional year-long learning opportunity, allowing you to undertake a variety of internships and professional experiences for a whole academic year in Year 3, as part of a four-year degree. It is a managed year of professional experience largely undertaken in the design profession in a variety of national and international locations.

Successful candidates are selected on a competitive basis from academic performance and studentship, successful completion of the DPS bridging studies and by portfolio and proposal.

Year 3

Route A:

Major Studio Project (60 credits)

The Major Studio Project is undertaken by all third year students and generally consists of three individual briefs, which you chose. It is the culmination of the course and provides you with the opportunity to utilise all of your practical, critical and analytical skills in the realisation of projects related to the development of your individual portfolio.

Minor Studio Project (20 credits)

The Minor Studio Project is self-initiated; emphasising research and the identification of appropriate intellectual and practical methodologies to support your outcomes.

Contextual and Theoretical Studies 3 (40 credits)

This unit is the culmination of the Contextual and Theoretical Studies component of the course. It provides you with the opportunity to utilise all your knowledge and analytical skills related to visual theory, in the realisation of a self-determined extended piece of

writing of 8,000-10,000 words.

or Route B:

Major Studio Project (60 credits)

The Major Studio Project is undertaken by all third year students and generally consists of three individual briefs, which you chose. It is the culmination of the course and provides you with the opportunity to utilise all your practical, critical and analytical skills in the realisation of projects related to the development of your individual portfolio.

Minor Studio Project (20 credits) x2

The Minor Studio Project is self-initiated; emphasising research and the identification of appropriate intellectual and practical methodologies to support your outcomes. One Minor Studio Project is undertaken by all third year students. If you decide to do the Route B (CTS 3 unit of 5000 words instead of 10000), you will do two of these Minor Studio Projects.

Contextual and Theoretical Studies 3 (20 credits)

This unit is the culmination of the Contextual and Theoretical Studies component of the course, and provides you with the opportunity to utilise all your knowledge and analytical skills related to visual theory in the realisation of a self-determined extended piece of writing of 4,000-5,000 words.

Learning and Teaching Methods

- Lectures/large group learning
- Workshop and seminar learning
- Academic tutorials
- Self directed learning
- Outside speakers and visits
- Assessed assignments

Assessment Methods

- Portfolio of Work
- Prepared writing
- Crits and presentations

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

Course structure grid across Week 1 – Week 31, with an "End of Block" / "Activities Week" gap between Week 15 and Week 16. (█ = module running that week; S = Summative Assessment)

Level 4 – Year 1

Block 1

Module	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15
Intro to Interaction Design Arts (20)	█	█	█	█	█	█	█	█	█	█	S				
Exploration & Play (40)	█	█	█	█	█	█	█	█	█	█	█	█	█	S	

Block 2

Module	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30	W31
High Tech, Low Tech, No Tech (40)	█	█	█	█	█	█	█	█	█	█	█	█	█	S		
CTS1 (20)	█	█	█	█	█	█	█	█	█	█	█	█	█	S		

Level 5 – Year 2

Block 1

Module	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15
Desire Lines & Affordances (40)	█	█	█	█	█	█	█	█	█	█	█	█	█	S	
Professional Practice (20)	█	█	█	█	█	█	█	█	█	█	█	█	S		

Block 2

Module	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30	W31
Expanded Cinema & Physical Computing (40)	█	█	█	█	█	█	█	█	█	█	█	█	█	S		
CTS2 (20)	█	█	█	█	█	█	█	█	█	█	█	█	█	S		

Level 6 – Year 3

Block 1

Module	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15
Major Studio Project (60)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
CTS3: Route A (40)	█	█	█	█	█	█	█	█	█	█	█	█	█	S	
CTS3: Route B (20)	█	█	█	█	█	█	█	█	█	█	█	█	█	S	
Additional Minor Studio Project (20)	█	█	█	█	█	█	█	█	█	█	█	█	█	S	

Block 2

Module	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30	W31
MSP continued (60)	█	█	█	█	█	█	█	█	█	█	█	S				
Minor Studio Project (20)	█	█	█	█	█	█	█	█	█	█	█	S				

S = Summative Assessment

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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