1. KentVision Code and title of the module

DESG5001 Interaction Design

## Division and School/Department or partner institution which will be responsible for management of the module

## Arts & Humanities (KSAP)

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

1. **The number of credits and the ECTS value which the module represents**

30 Credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn Term

1. **Prerequisite and co-requisite modules** **and/or any module restrictions**

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

## BA (Hons) Graphic Design

BA (Hons) Spatial and Interior Design

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Identify and explain the role and function of interaction design

8.2 Apply theoretical and practical approaches to design problems

8.3 Critically analyse interaction design and its developments from different perspectives; the designer, user, client and participant or audience

8.4 Explain the practical and design implications and considerations related to the use of multimedia technology in experiential, experimental and corporate applications

8.5 Design, create and present informed projects by selecting relevant information, materials and multimedia communication strategies and interactive elements

8.6 Analyse the creative potential afforded by the use of digital technologies in communication.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Design and communicate in a range of media effective and engaging creative outcomes within deadlines

9.2 Demonstrate a reasonable understanding of digital hardware and software and their application to the Creative Industries

9.3 Demonstrate research and analytical skills in practical projects and client presentations

## A synopsis of the curriculum

## How we play and interact with design is paramount to understanding user experience and engagement whether on mobile phones or in virtual environments. All designers must be comfortable in their ability to explore notion of play and interaction; in this module students will learn how to critically analyse users’ needs and define user experience through systematic research principles. They will also design and make final outcomes using play and interaction methods. Underpinning the practical work, we will consider how digital media and interaction design plays within our lives, exploring how people use and respond to emerging technology and media.

## Students will emerge equipped with adaptable practical and theoretical skills to allow them to design for current and future trends, whether creating for screen-based media or interactive experiences. You will gain experience in the use of computer-based authoring tools to design for audio, video, 2D and 3D experiences to design interactive interventions.

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## 

## Contact Hours

Private Study: 252

Contact Hours: 48

Total: 300

1. **Assessment methods**
   1. Main assessment methods

100% Portfolio

13.2 Reassessment methods

Like-for-like

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 9.1 | 9.2 | 9.3 | 9.4 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |
| Private Study | **x** |  | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** |
| Workshops/seminars |  | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** | **x** |
| Tutorials |  | **x** |  | **x** | **x** |  | **x** |  | **x** |  |
| Lectures | **x** | **x** | **x** |  |  | **x** |  | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |
| Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Canterbury

## Internationalisation

## Students will be encouraged to look beyond and produce personal work outside of the western canon. The digital work environment is a global phenomenon in terms of image production, circulation and communication, however, local and cultural specific production remain resonant and influential.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
| 13.12.21 | Major | September 2022 | 1,8,9,10,13,14,16 | no |
|  |  |  |  |  |