Liverpool John Moores University

Title:	EXPERIMENTAL DESIGN AND REFLECTION
Status:	Definitive
Code:	**5024IMEDIA** (117591)
Version Start Date:	01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	emplid	Leader
Sarah Haynes		Y
Mark Smith		
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Academic Level:	FHEQ5	Credit Value:	24.00	Total Delivered Hours:	72.00
Total Learning Hours:	240	Private Study:	168		

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Workshop	72.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	Portfolio of mini briefs.	100.0	

Aims

1. To explore a variety of interactive media forms and technologies.

2. To provide an overview of the design principles and processes involved in the development of interactive media products.

3. To encourage and develop strategies for experimentation with the design of interactive media products.

Learning Outcomes

After completing the module the student should be able to:

1   Design and create individual work that demonstrates a critical understanding and appreciation of design principles associated with interactive media.
2   Analyse and understand a given brief and respond to it effectively.
3   Reflect upon and evaluate their own work and that of others.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Portfolio of mini briefs   1   2   3

Outline Syllabus

Interface design, Design for interaction/usability, Interactive narrative, Mobile media, Play.

Learning Activities

Through workshops students will be introduced to concepts and working methods, in supported studio sessions will develop their own projects under staff supervision and guidance. Regular group critiques sessions will share good practice, motivate and inspire.

References

Course Material	Book
Author	B. Buxton
Publishing Year	2007
Title	Sketching User Experiences
Subtitle	
Edition	
Publisher	Morgan Kaufman
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	Students will also be referred to other and online resources as appropriate
Subtitle	

Edition	
Publisher	
ISBN	

Course Material	Book
Author	B. Moggeridge
Publishing Year	2007
Title	Designing Interactions
Subtitle	
Edition	
Publisher	MIT
ISBN	

Course Material	Book
Author	B. Laurel Ed.
Publishing Year	2003
Title	Design Research: Methods and Perspectives
Subtitle	
Edition	
Publisher	The MIT Press
ISBN	

Course Material	Book
Author	R. Koster
Publishing Year	2005
Title	A Theory of Fun
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	W.H. Gaver, B. Hooker, A. Dunne
Publishing Year	2001
Title	The Presence project
Subtitle	
Edition	
Publisher	RCA CRD Projects series
ISBN	

Notes

This is a practice-based module that will focus on the implementation of design solutions for interactive media, finding inspiration, considering alternative solutions and evaluating their own work and that of their peers.
In practical workshops, students will experiment with the design processes and

principles involved in the development of non-linear interactions in both paper-based and software based exercises.

Students will develop original and innovative interactive prototypes but the emphasis of this module will be on the importance of reflection in the creative design process. A number of set briefs will centre on different aspects of the digital media industry. A range of different learning activities will provide students with support to enable them to respond effectively to these briefs.