Liverpool John Moores University

Title:	APPLIED INTERACTIVE DESIGN PRACTICE
Status:	Definitive
Code:	**5500DIGMED** (108416)
Version Start Date:	01-08-2011

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

Team	emplid	Leader
Sarah Haynes		Y

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
Lecture	12.000
Tutorial	4.000
Workshop	56.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	A portfolio of short, practical projects which will cover a diverse range of tasks reflecting the range found in the workplace. Formative assessment will proceed each summative task and peer 'critiques' will also be included. Project work will be supported by documentation	100.0	

Aims

1. To build on the student's visual communication language by exploring a variety of

interactive media forms and technologies.
2. To provide an overview of the design principles and processes involved in the application of production and communication skills to a diverse range of commercially orientated tasks.
3. To provide an appreciation of the commercial requirements involved in the development of creative solutions.
4. To demonstrate the effectiveness of reflecting and evaluating during the design process.
5. To provide students with a framework for understanding and analysing set briefs and building up a body of work that has relevance to the outside world.
6. To develop an understanding user-centred design and of accessibility regulations.

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 a diverse range of interactive digital media.
2 Formulate and develop concepts from subjects or ideas that meed the demands of a professional environment
3 Analyse and understand a given brief and respond to it efficiently and effectively.
4 Reflect upon and evaluate their own work and that of others.
5 Formulate designs that conform to user-centred principles and accessibility regulations.

Learning Outcomes of Assessments

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

Portfolio   1   2   3   4   5

Outline Syllabus

Design for interactivity
Design for usability
Design for accessibility
Diversity of work within a professional environment
Linear and non-linear narrative
Interactive construction processes

Learning Activities

Workshops, tutorials and a series of practical projects.

References

Course Material	Book
Author	Curran, Steve
Publishing Year	2003
Title	Convergence Design: Creating the User Experience for Interactive Television Wireless and Broadband
Subtitle	
Edition	
Publisher	Rockport Publishers
ISBN	1564969045

Course Material	Book
Author	McLuhan, M
Publishing Year	1973
Title	Understanding media: The Extensions of Man
Subtitle	
Edition	
Publisher	Routledge
ISBN	0415253977

Course Material	Book
Author	Paciello, MG
Publishing Year	2000
Title	Web Accessibility for People with Disabilities
Subtitle	
Edition	
Publisher	CMP Books
ISBN	1929629087

Notes

This is a practice-based module that will focus on the implementation of design solutions for interactive media through a range of practical briefs. The focus of this module is the development of creativity and design skills through the application of these skills to tasks that will reflect the diversity of the workplace.

Tasks will include working with back-end information systems as well as more media rich applications.

By creating content for a range of different tasks, the module will encourage students to work to deadlines and to be less precious over their ideas while providing them with the experience that will enable them to respond confidently and effectively to such briefs.

Translating usability theory into practice will be a key element of this module as will be the exploration of implications of the Accessibility regulations on design. Usability and Accessibility issues are not restricted to web applications only and students will

explore their application across several formats.