



National College of Art and Design  
*A Recognised College of University College Dublin*

## MODULE DESCRIPTOR

Design Studio Major Project (**Module Code**)

<b>Credits</b>	30	<b>Course</b>	MA Interaction Design
<b>Level (NQAI Framework)</b>	9	<b>Faculty</b>	Design
<b>Stage</b>	1	<b>Module Coordinator</b>	Emma Creighton and Marcus Hanratty
<b>Semester</b>	3	<b>Module Team</b>	Emma Creighton and Marcus Hanratty

The Design Studio Major Project consists of a studio project and written dissertation. Students are required to choose between the following options:

- 1) Develop a self-initiated project proposal
- 2) Respond to a brief developed in conjunction with an industry/research partner

Ahead of commencing the project students must present their project proposals to a review panel for critique and approval. Following this, students will work through the summer months to complete a literature review, to carry out people-centered research, to extract meaningful insights, to create and visualise concepts, and to develop and test experiential prototypes. Students will be supported to execute projects from both a pragmatic and speculative perspective. Final project outcomes will be disseminated in exhibition, oral presentation and a dissertation.

### **What will I learn?**

On successful completion of this module students will be able to:

- Self-initiate and respond to a project brief
- Demonstrate knowledge in the theory and practice of interaction design
- Critically evaluate and engage with contemporary debates regarding the social, cultural, economic and political affordances and impacts of existing, new and emerging technologies
- Demonstrate awareness of new application areas and advanced technologies
- Conduct, analyse and synthesise both primary and secondary research
- Respond to and incorporate research findings and insights in design projects
- Apply methodologies and techniques in the design, development, prototyping and evaluation of interactive products, interfaces, systems and services
- Demonstrate a comprehensive process for solving complicated, multi-faceted problems of design
- Disseminate and communicate visually and orally at an appropriate professional standard

### **How will I learn?**

	<b>HRS/ Semesters</b>	
Tutorials / Workshops		50
Crits		20
Autonomous Student Learning		530
Total Workload		600
<b><u>How will I be assessed?</u></b>		
	<b>% of Final Grade</b>	<b>Timing</b>
Major Project Components and Presentation	70	End of Semester 3
Dissertation	30	End of Semester 3
<b>Total</b>	<b>100</b>	
<b><u>What happens if I fail?</u></b>		
<b><u>Resit Opportunities</u></b>		
To be negotiated on a case by case basis		
<b><u>Remediation</u></b>		
If you fail this module you may repeat, resit, or substitute where permissible		
<b><u>Am I eligible to take this module?</u></b>		
<b><u>Module Requisites and Incompatibles</u></b>		
Pre-Requisite: Designing for Interaction		
Required : Successful completion of semester 1 and 2 modules (60 credits)		
Co-Requisite: None		
Incompatibles: n/a		
<b><u>Prior Learning</u></b>		
Requirements: None		
Excluded: None		
Recommended: Should be prepared to participate fully in all course activities including visits		
<b><u>When and where is this module offered?</u></b>		
Timetabling information is displayed only for guidance purposes, relates only to 2015/16 and is subject to change.		
Interaction Design Studio	Semester 3 (June – September)	

For further details on the content of your module and teaching arrangements consult your course handout