NCAD | SCHOOL OF DESIGN

Programme Handbook 2020–2021
MA Interaction Design

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Welcome

At NCAD we ensure that our design students develop the necessary creative, technical, thinking and interpersonal skills to become highly employable graduates, entrepreneurs and thought leaders.

Your employment and career development are our priorities. We seek to unlock the potential of students' creativity and ingenuity to address the challenges they will face designing for the future. Design students at NCAD start with research concepts and questions, challenging established design practices and assumptions to ensure that they don't simply play a role in shaping objects, materials and spaces for today's customers, but begin to define the very nature of what society may need, want and desire in the future.

At NCAD we believe in cultivating ethical, experimental and provocative designers with excellent communication skills. The School houses a dynamic design culture engaged in ongoing debate on all aspects of design; a culture that thrives on new ideas, new ways of doing things and new areas of exploration. We encourage our students to experiment and take risks in order to carve new aesthetic paths and make technical innovations within, and beyond, their design discipline. Mixing traditional skills with the use of new technologies, our curriculum delivers a flexible, imaginative education where both the process of learning and the artefacts produced are of the highest quality.

Our students have a clear understanding of process, technique and business and we pride ourselves on helping our design graduates to be unique and individual, and highly employable. Our graduates are flexible design thinkers, able to take advantage of change, and able to discover unique, genuine problems and opportunities for the creation of original, beautiful, useful and thought-provoking designs.

Welcome to NCAD and the School of Design, I look forward to seeing you follow in the footsteps of our illustrious alumni as you become the designers, thinkers and entrepreneurs that will positively shape the world we inhabit in the future.

Professor Alex Milton, Head of the School of Design

Introduction to the Programme

The School of Design
Studying Design at NCAD will enable students to develop skills within a creative art school environment, underpinned by technical expertise and extensive links with industry. The small size of each year-group, coupled with close and frequent contact with the tutors, creates an informal yet highly effective student-led learning environment across a range of design disciplines.

At NCAD we encourage our design students to create visions and identities that are both innovative and sustainable. We are not educating mere problem solvers but also, more importantly, opportunity seekers. Our students will follow in the footsteps of our illustrious alumni and become the designers, thinkers and entrepreneurs that will positively shape the world we inhabit.

Design students at NCAD start with concepts and questions, challenging established design precepts and socio-cultural, ethical and technical assumptions to ensure that they don't simply play a role in shaping objects, materials and spaces for today's customers, but begin to define the very nature of what society may need, want and desire in the future.

The aim of the School is to create a design culture engaged in ongoing debate on all aspects of design, visual communication, fashion and craft; a culture that thrives on new ideas, new ways of doing things and new areas of exploration. We encourage our students to experiment and take risks in order to carve new aesthetic paths and make technical innovations within, and beyond, their design discipline.

Mixing traditional skills with the use of new technologies, Design at NCAD aims to deliver flexible, imaginative education where both the process of learning and the artefacts produced are of high quality. Design and Craft, personal vision and commercial practice, academe and the cultural industries are not seen as opposites, but as parts of a dynamic, mutually informing, holistic process of education and creative endeavour.

Postgraduate study in Design should be exploratory and ground-breaking, addressing both intellectual enquiry and practical realisation, and having contemporary relevance. The School of Design aims to produce graduate students who will be leaders in their field through practice based research, enquiry, experimentation and design development at the highest level. The School's taught and research programmes, at masters and doctoral level, create a stimulating and challenging environment in which students can develop their analytical, critical and communicative abilities, their professional knowledge of contemporary design practices and debate, and their own design practice.

MA Interaction Design
The MA Interaction Design is a one-year full time taught masters which brings together candidates from a range of fields including design, art, computer science, and business, and prepares graduates to play a leading role in the development of emerging technology in society. Throughout the course students learn and develop fundamental approaches, methods and tools related to the design of digital products, experiences, systems and services. The MA is studio-based with students engaging in lectures, seminars, workshops, fieldwork and independent and group projects. The studio environment is an essential component, fostering collaborative and peer-to-peer learning.

The programme focuses on the interdisciplinary nature of Interaction Design, covering topics ranging from human-computer interaction and psychology, to product design and experience prototyping. At the core of the programme is a focus on the needs of people. Through a range of studio projects students learn to conduct people-centered research, extract meaningful insights, create and visualise concepts, and develop and evaluate

prototypes in context. Covering the theoretical and practical aspects of the discipline, the course encourages students to design from both a pragmatic and speculative perspective, to imagine things as they might be and not necessarily as they are.

During the first and second semester students develop knowledge and skills in areas including user experience (UX), user interface design, design ethnography, service design, coding, physical computing, systems thinking, data visualisation, prototyping and digital fabrication. Each year the students collaborate with the MSc Medical Device Design students on an intensive real-world project. Over the summer students complete a self-directed major project and dissertation.

School of Design Staff Team

Head of the School of Design	Professor Alex Milton

Department of Design for Body and Environment

Head of Design for Body and Environment	Angela O'Kelly
Academic Staff	Linda Byrne Andrew Campbell Natalie B Coleman Samantha Corcoran Sandra Cotter Mary Cullen Michael Cunningham Clare Daly Cathy Mooney Rachel Tuffy
Technical Staff	Anthony Carey Ann Cullen Bernie McCoy Olga Tiernan
Administrative Staff	Breda Culhane Fiona Larkin Mairead McDermott

Department of Communication Design

Head of Communication Design	John Paul Dowling
Academic Staff	Kate Brangan Noelle Cooper Brendon Deacy Bob Gray Fuschscia Macaree Ed McGinley John Slade Bobby Tannam
Technical Staff	Jamie Murphy
Administrative Staff Fiona Hodge	

Department of Product Design

Head of Department	Sam Russell
Academic Staff	Dr Emma Creighton Dr Marcus Hanratty Saoirse Higgins Dr Caoimhe McMahon Dr Katharina Pfuetzner Enda O'Dowd Derek Vallence
Technical Staff	Gerald Nolan Konrad Dechant Nick Russell
Administrative Staff	David Bramley

The School of Design also benefits from the invaluable input of a range of visiting lecturers.

MA Interaction Design Staff Team

Joint Programme Directors	Dr Emma Creighton Dr. Marcus Hanratty Conor Bergin
Academic Staff	Dr. Saoirse Higgins
Technical Staff	Nick Russell
Visiting Staff	Ian Cudmore Lynsey Duncan Frank Long John Lynch Eoin Mahon

The MA Interaction Design also benefits from the invaluable input of lecturers within the Product Design department.

Dr Emma Creighton
Emma holds a BDes in Industrial Design, an MSc in Interactive Media and a PhD focusing on design education. Much of her experience is in the youth and education sectors where she has worked on projects for clients including the National Youth Council of Ireland, Dublin City Council Arts Office and Scouting Ireland. Emma has conducted research across several FP7 projects and her recent research focused on the implementation of design learning as an out-of-school intervention in the context of second-level schooling. Her additional research interests relate to the design of technology enhanced platforms for open-ended free play.

Dr Marcus Hanratty
Marcus holds a degree in Industrial Design from NCAD, and a MSc and PhD from Loughborough Design School. After working in varied design fields, he now lectures in Interaction and Product Design in NCAD. His research focuses on the role design and technology play in shaping people's behaviours, with a particular interest in Design for Behaviour Change and the role of emotion in design. His research activities are inherently interdisciplinary, but are led by a belief in the power of design practice and the designed artefact as agents of change and learning.

Programme Specification

Aims and Objectives of the Programme
The broad aim of this programme is to advance graduates in the discipline of interaction design, both in relation to emerging technologies and updating 'user-first' methodologies for understanding the role of people in complex networks. The proposed programme aims to develop graduates who have a broad foundation of interaction design knowledge and a specific skillset that can be applied in industry or academia. With the skills necessary to develop interaction design solutions related to web sites, mobile phones, software, physical products, systems and services, graduates will have a wide range of local and global opportunities open to them.

The programme aims to prepare students for working in industry, independent design consultancy and academic research. In addition to this, graduates from the course will also be equipped with skills to establish their own design consultancies. They will have developed key competencies of collaboration, creative and critical thinking and problem solving. Graduates are equipped for roles including interaction design, user experience (UX) design, product design, service design, user interface (UI) design, usability engineering, R&D, information architecture, as well as for design-led research roles. The MA will also support graduates to progress to further postgraduate study in order to refine their creative abilities and theoretical understanding, supporting them in developing a career in academia.

The aims of the programme are to:

- Meet local and international industry demands by developing industry ready graduates
- Support the research agenda of the college by supporting students to progress to PhD level
- Support the commercialisation and innovation agenda of the college by developing and supporting entrepreneurial graduates

The over-arching programme seeks:

- to allow the student to demonstrate the ability to learn and perform at masters level;
- to develop the student's knowledge and understanding of the history, principles and practice of interaction design;
- to equip the student with the capability to critically evaluate and engage with contemporary debates regarding the social, cultural, economic and political affordances and impacts of existing, new and emerging technologies;
- to develop the students knowledge and understanding of the design process;
- to develop the students understanding of the user and to equip them with the practical skills for identifying user needs, behaviours and values;
- to develop the student's skills in primary and secondary research and the translation of findings into their practical work;
- to support the student in the development of a range of practical design skills at a postgraduate level;
- to provide students with methodologies and techniques that can be applied to the design, development, prototyping and evaluation of interactive products, interfaces, systems and services;
- to develop the student's theoretical knowledge and design skills to prepare them for further study;
- to provide students with industry connections through sponsored projects and visiting faculty;

Programme Outcomes

On successful completion of the programme, students will be able to:

- Demonstrate knowledge and understanding of the history, principles and practice of interaction design
- Demonstrate awareness of new application areas and advanced technologies in order to better understand the potential of new and emerging technologies and techniques in the design of future interactive products, systems and applications
- Demonstrate extensive knowledge of user-centred design and the ability to involve the user in the design process; from ethnographic user studies to evaluation of prototypes and final products
- Critically evaluate and engage with contemporary debates regarding the social, cultural, economic and political affordances and impacts of existing, new and emerging technologies
- Conduct, analyse and synthesise both primary and secondary research and incorporate findings in their practical work, producing designs and prototypes based on user and needs assessments
- Apply methodologies and techniques in the design, development, prototyping and evaluation of interactive products, interfaces, systems and services
- Work in a self-directed manner and within a team in a problem-oriented, project-oriented and interdisciplinary way
- Demonstrate a comprehensive process for solving complicated, multi-faceted problems of design
- Independently learn and apply new knowledge and skills responding to ever-changing trends and needs

Admission Requirements for the Programme

The programme is open to graduates with an Honours degree award of 2.2 or higher, or an equivalent academic or professional qualification across various disciplines including design, art, the humanities, social science, computer science, engineering and business. The college also takes into consideration prior learning and experience. Students can apply with evidence of previous successful qualifications, statements of work-related achievement and portfolio.

Students must submit a portfolio of work which may not necessarily be design work but must demonstrate experience in a relevant field. Shortlisted candidates will be required to attend for interview. Students who have not been educated through English must show proof of achieving IELTS 6.5 (with a minimum of 6 in the writing section on the Academic Version) or an equivalent score in another accepted test.

Further Educational Opportunities

It is intended that some graduates will choose to remain in the college progressing to PhD level. The programme aims to contribute to the development of the research culture of the college by expanding the scope of expertise in design and by providing a pathway into further research specialisation in the field of interaction design. By supporting the academic development of students there is scope for the development of a research cluster, which will explore a wide range of topics in the field through both theoretical and practice-based research.

Teaching and Learning Methodologies

The teaching and learning strategy is based on a constructivist model, with a focus on project-based learning, fostering critical thinkers and independent learners. Teaching and learning on the programme is embedded primarily in a studio-based learning context. Emphasis is placed on collaboration and peer-learning with a focus on developing a positive class dynamic and strong community of practice, enriched by the variety of

backgrounds of the cohort. Taught components are delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme.

Design projects form a key element of the programme, offering students the opportunity to design from both a pragmatic and speculative perspective, where they are concerned with solving current problems and exploring future possibilities. Students, working individually and in teams, have the advantage of industry involvement through lectures and studio talks, and they are tutored on occasions by practitioners who are expert in their field. Students are supported in their project work through tutorials and they receive ongoing feedback through one on one and group crits. Further learning through fieldtrips, conference, symposium and event attendance and participation is encouraged. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom.

Methods of Assessment
Assessment is based on a formative model. Throughout the programme learning outcomes are assessed on a continuous basis. Student project work is assessed through oral and visual presentations and through group crits. At the end of each completed project students are given indicative feedback. Students are also assessed on practical and written work. Students will engage in self and peer evaluation at key points throughout the programme. Formal assessment results will be issued at the end of the year.

Programme Review and Evaluation
It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through Trimester 1 and 2, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, students are invited to discuss their experience of the programme with their lecturers at any point during the year. They can also relay concerns, queries and comments to the class student representative who will communicate these to the staff at department meetings, via email and in-person.

The programme is subject to NCAD internal reviews and rigorous external review through external examiners, industry liaison and external programme and institutional review. A major review of this programme will be carried out in 2020/2021.

Exit Points and Credit Requirements
There will be an exit point provided at the conclusion of Trimester 2 (60 credits) whereby students may submit for a Postgraduate Diploma.

Final Award Calculation
The final award calculation is based off the full 90 credits

Space
The programme is delivered in a dedicated studio space in room 2.09 on the second floor in the School of Design. In addition to this the students have access to the Product Design department workshop.

Facilities
The programme is based in a dedicated Interaction Design Studio on campus. The studio space is custom designed to support the project-based learning approach and is equipped with open-source and DIY hardware, tools and electrical components to support prototyping. Students have access to the department workshop which offers a range of prototyping facilities including 3D printing, laser cutting and CNC. Students also have access to other college facilities including the Edward Murphy Library and the National Irish Visual Arts Library (NIVAL).

Programme Modules

Semester 1
Interaction Design Fundamentals (C) 10 credits
Foundation Skills in Interaction Design (C) 10 credits
Web Design (C) 5 credits
An Introduction to Research Methods (C) 5 credits

Semester 2
Advanced Skills in Interaction Design (C) 10 credits
Design Studio (C) 10 credits
Designing for Interaction (C) 5 credits
Position and Proposition (C) 5 credits

Semester 3
Design Studio - Major Project (C) 30 credits

Programme structure

Trimester 1	An Introduction to Research Methods (5 credits)	Foundation Skills in Interaction Design (10 credits)	Interaction Design Fundamentals (10 credits)	Web Design (5 credits)
Trimester 2	Designing for Interaction (5 credits)	Design Studio (10 credits)	Advanced Skills in Interaction Design (10 credits)	Position and Proposition (5 credits)
Trimester 3	Design Studio - Major Project (30 credits)			

Module Descriptors

An Introduction to Research Methods
PGVC101

MODULE DESCRIPTOR

ECTS credits[1]	5	**Programme**	All NCAD postgraduate taught Masters and PhD programmes
NQF level	9	**School**	Design, Education, Fine Art, Visual Culture
Stage	1	**Module Co-ordinator**	Dr Francis Halsall
Semester	1	**Module Team**	School of Design, School of Education, School of Fine Art and School of Visual Culture staff
Contact	Dr Francis Halsall: halsallf@staff.ncad.ie		

Introduction

This module has been designed to provide an introduction to the kinds of critical understanding of practice which are required for successful postgraduate study. It combines an opportunity for a wide range of postgraduate students from different disciplinary fields to understand common and topical matters of concern with opportunities for specialist and disciplinary-focused discussion and analysis.

It is also designed to introduce students to the kind of ethical, practical and conceptual issues which arise when scoping, conducting and deploying postgraduate research.

This module is organised in two phases:

- In the *first phase* (weeks 1 to 6), students participate in a series of classes which combine lecture content and student discussion. In each class, at least two members of staff – with different disciplinary interests – reflect on different approaches to and perspectives on the matter in hand.

  The content of these classes focuses on pressing issues in art, design, education and visual culture research today. The series is underscored by some broad ethical issues which are raised to encourage students to reflect on the choices that they will be making in the course of their postgraduate study regarding, for instance, the use of data; participation and collaboration; approaches to dissemination; originality.

  Typical content in the first phase will be as follows: consent and participation; concepts of the experimentation in the arts, education and in science; the development of a methodology; the purpose of theory in the context of art, design and education; intellectual rights, etc.

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

Students will be required to prepare for these classes in advance (typically, by reading a key text or analysing some primary material). Classes will provide opportunities for discussion and student interaction.

- In the *second phase* (weeks 7 to 15), students will participate in small group classes which will focus on particular approaches to research and dissemination. These may relate to particular programmes or disciplinary needs. For further detail see the module appendices attached.

The assessment task will relate to both phases of the module but, being conducted during or after the second phase, is outlined in the appendices attached.

The aims of this module are to:

1. support the student in understanding key research concepts, approaches and vocabularies in their field of practice.
2. provide an opportunity for students to share perspectives and understanding from different programmes and/or disciplinary fields.
3. support the design of research projects in later phases of study.

What will I learn?

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

- understand how to PLAN - namely structure and organise a complex research project;
- understand how to APPLY concepts and critical thinking which have been developed by other researchers to their own projects, i.e. understand research paradigms and practices in their field of study as well as in adjacent fields of art and design;
- understand key vocabularies and concepts to COMMUNICATE their practice as researchers.

How will I learn?

Learning tool	**Hours**
Lectures	6
Seminars	6 (6 x 1 hour)
Specified Learning Activities	48
Autonomous Student Learning	40
Total Workload	100

What learning supports are provided?

Learning will be supported through lectures, lecture notes, seminars, suggested readings appropriate to your discipline, tutorials, field-trips as appropriate.

How will I be assessed?

The assessment tasks for this module are described in Appendices 1 to 9 and are tailored to the research needs and modes of articulation particular to the student's discipline and/or programme of study. For PhD students, the particular lecture/seminar series followed in weeks 7 to 15 will be

agreed with supervisors and notified to both the Module Coordinator and the relevant MA Coordinator.

What happens if I fail?

Resit Opportunities

Resit opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments. An appropriate timeframe and assessment task (enabling the student to demonstrate achievement of the outstanding learning outcomes) will be set by the MA Programme coordinator in consultation with the Module Coordinator.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?	
Trimester 1	Weeks 1-6: 9:30am Monday mornings in Harry Clarke Lecture Theatre for first 6 weeks. Weeks 8-13: Times & venues will be notified through MA coordinators.

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the trimester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

An Introduction to Research Methods: APPENDIX 5
MA Interaction Design

ECTS credits[1]	5	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Saoirse Higgins
Semester	1	**Module Team**	Emma Creighton, Marcus Hanratty, Sam Russell, Caoimhe McMahon, Enda O'Dowd, John Paul Dowling
Contact	Saoirse Higgins: higginss@staff.ncad.ie		

Introduction

Building on the broad exposure to the range of research approaches and techniques illuminated through the series of lectures in the first phase of this module (weeks 1 to 6), the second phase or design strand of this module (weeks 7 to 15) will focus on contemporary methods and strategies specifically suited to human centred design and emerging practices.

The design strand of the module addresses specific research methods given priority within Design. The objective of the module is to introduce students to a range of design-led research approaches and methods.

How will I learn?

Through a series of lectures and workshops students will explore a range of research methods appropriate for their studio practice. Over the course of the semester students will learn a variety of methods for data collection, interpretation and presentation. With an emphasis on applied research, students will learn to translate research findings into actionable design propositions and solutions.

Indicative schedule:
Week 7: Design ethnography, user observations and interviews (CMM)
Week 9: Sensemaking in design (EC)
Week 10: Lit review lecture - sourcing literature, bibliography, keywords, how to read, document, catalogue, critique etc. (SH)
Week 11: Co-design, co-creation and participation (SR)
Week 12: Making tools for research (EC)
Week 13: Writing, formatting and visual presentation in research (JPD)

In parallel students on the MA Interaction Design will be supported in framing their literature review. A selection of readings supporting the major methodological approaches covered in the lecture series will be assigned at the commencement of the module. In week 7 students will meet with their tutors to discuss and scope a literature review which contextualises these starting points within distinct fields and practices. Further tutorials and discussions will follow to support the completion of the literature review.

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

How will I be assessed?
In agreement with a tutor, students will define a design-led research approach and will produce a 3000 word literature review which explores and contextualises application of the chosen approach drawing on relevant and contemporary sources. Students are expected to participate in all activities associated with this module. This includes regular and punctual attendance at, and engagement with, lectures, seminars and other teaching and learning activities.

Interaction Design Fundamentals
PGDES1001

MODULE DESCRIPTOR

ECTS credits[1]	10	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Marcus Hanratty
Semester	1	**Module Team**	Emma Creighton and Marcus Hanratty
Contact	Marcus Hanratty: hanrattym@staff.ncad.ie		

Introduction

This module introduces students to the theoretical underpinnings, contemporary issues, topics and concepts relating to Interaction Design. Through a series of lectures and workshops students are introduced to various theories, factors, methods, and tools of Interaction Design which include the history and development of the discipline and relationships with fields including Human Computer Interaction (HCI), User Experience (UX) and Service Design. Through a project-based approach the module introduces students to a range of the fundamental practices and tools of the interaction designer. The objective of the module is to introduce students to the concepts, principles and practices of designing products, services, systems and experiences that are effective, usable, and meaningful to people.

With an emphasis on the iterative design process, the module focuses on developing practical skills to design, prototype, test and evaluate interactions. Specifically this module introduces students to skills in the areas of people-centred research and design, user experience design, user testing, interface design, visual design, prototyping and evaluation. Over the course of the semester students will gain hands-on experience in designing and prototyping, learning both low and high fidelity techniques and the relevant development software and hardware. By working independently and in teams, students will also learn a set of methodologies to work on projects in a collaborative manner and to communicate effectively with team members.

What will I learn?

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

- Demonstrate knowledge of the history, principles and practice of interaction design.
- Describe the main concepts that influence the design of an interactive product, service or system.
- Evaluate digital products employing a range of usability testing techniques.
- Present usability findings in a professional and designerly manner.

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

- Identify recommendations for the design of digital products.
- Employ the principles and practices of user-centred design in studio projects.
- Conduct both primary and secondary research using a variety of applied design research methods.
- Synthesise a variety of data from both primary and secondary research, organising findings using appropriate tools.
- Develop a design for a screen-based interaction through sketching, low-fidelity prototyping and testing.
- Present a final design for a screen-based interaction using medium-fidelity prototyping.
- Work cooperatively and independently planning and managing time and deliverables.

Delivery of this module is embedded in a studio-based learning context with students learning key theory and skills through a project-based approach. Throughout the module students will develop fundamental skills and knowledge which will underpin their learning across the programme.

During the module students will engage in a series of lectures and hands-on workshops. Students can expect to learn fundamental theory related to the development of user experiences through project work. Students will experience working in a fast-paced environment. Over the course of the module students will work within teams and in a self-directed manner.

How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	**Hours**
Lectures and workshops	40
Tutorials	20
Autonomous Student Learning	140
Total Workload	200

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	% of final grade	Timing
Man and Machine assignment	15%	Week 2
User experience project	85%	Week 7
Total	**100%**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?

Interaction Design Studio	Trimester 1 (September to January)

How will I have the chance to evaluate the module?
It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner. About two-thirds of the way through the semester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD. In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

Foundation Skills in Interaction Design
DESPG1-4

MODULE DESCRIPTOR

ECTS credits[1]	10	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Emma Creighton
Semester	1	**Module Team**	Emma Creighton, Marcus Hanratty, Saoirse Higgins
Contact	Emma Creighton creightone@staff.ncad.ie		

Introduction

The objective of the foundation skills module is to introduce students to the concepts, principles and practices of designing products, services, systems and experiences that are effective, usable, and meaningful to people. With an emphasis on the iterative design process, the module will focus on developing practical skills to design, prototype, test and evaluate interactions. Specifically this module will introduce students to skills in the areas of people-centred research and design, user experience design, user testing, interface design, visual communication, product design, digital fabrication and physical computing.

The module contains a series of practical, hands-on workshops, which enable students to fully explore the principles and practices of interaction design, primarily off-screen. Over the course of the semester students will gain hands-on experience in designing and prototyping, learning both low and high fidelity techniques and the relevant development software and hardware. By working independently and in teams, students will also learn a set of methodologies to work on projects in a collaborative manner and to communicate effectively with team members. Throughout the module, students are introduced to various methods, tools and materials and are encouraged to be experimental and take risks.

What will I learn?

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

- Demonstrate knowledge and understanding of the practice of interaction design.
- Demonstrate knowledge of user-centred design and the ability to involve the user in the design process.
- Apply methodologies and techniques in the design of interactive products, interfaces, systems and services
- Employ various techniques to prototype interactive products, interfaces, systems and services
- Choose and apply appropriate methods to evaluate an interaction

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

- Identify and report usability issues
- Develop a project through a transparent iterative process leading to a resolved outcome
- Work in a self-directed manner and within a team in a problem-oriented, project-oriented and interdisciplinary way

Delivery of this module is embedded in a studio-based learning context with students learning key theory and skills through a project-based approach. Throughout the module students will develop fundamental skills and knowledge which will underpin their learning across the programme.

During the module students will engage in a series of lectures and hands-on workshops. Students can expect to learn fundamental theory related to the development of user experiences through project work. Students will experience working in a fast-paced environment. Over the course of the module students will work within teams and in a self-directed manner.

How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	**Hours**
Workshops	70
Autonomous Student Learning	130
Total Workload	200

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	**% of final grade**	**Timing**
Service Design project	80%	End of semester
End of semester portfolio	20%	End of Trimester 1
Total	**100%**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?	
Interaction Design Studio	Trimester 1 (September to January)

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the semester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Semester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

Web Design
DESPG1-5

MODULE DESCRIPTOR

ECTS credits[1]	5	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Eoin Mahon
Semester	1	**Module Team**	Eoin Mahon
Contact	Eoin Mahon		

Introduction
The aim of this module is to introduce students to the basic principles and practices of web design. During the module students will be introduced to the architecture of the world wide web and to a variety of tools that can be used to design and implement functioning websites. In the module students will learn to plan, design, build, evaluate and publish a website. The module will cover principles of web design, usability, accessibility, design principles, responsive design and evaluation.

What will I learn?
On successful completion of this module students will be able to: • Describe the technical process of getting a website online • Code a webpage in HTML and CSS • Add interactivity to a webpage page using Javascript and jQuery • Understand the process of designing a website • Plan and design a website using user-centered design and prototyping techniques • Develop a functioning website using web-authoring tools and frameworks • Analyse websites to identify usability and accessibility issues Delivery of this module is embedded in a studio-based learning context with students learning key skills through lectures and a project-based approach. Throughout the module students will develop fundamental skills and knowledge relating to web design. Over the course of the module students will work in a self-directed manner.

How will I learn?
Students will learn through a combination of lectures and tutorials. Taught components will be delivered through lecture-based sessions. Students will learn technical and practical skills through demonstration and they are expected to engage in self-directed and independent study throughout the programme.

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

Learning tool	Hours
Lectures	12
Labs	24
Autonomous Student Learning	64
Total Workload	100

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester reference material will be posted to support students in their work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	% of final grade	Timing
Website Elements	30%	End of Trimester 1
Website Project	70%	End of Trimester 1
Total	**100%**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions. Students receive individual assessment sheets for the final Website Project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or

	through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?	
Interaction Design Studio	Trimester 1 (September to January)

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the semester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Semester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

Design for Interaction
DESPG1-7

MODULE DESCRIPTOR

ECTS credits[1]	5	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Emma Creighton
Semester	2	**Module Team**	Emma Creighton and Marcus Hanratty
Contact	Emma Creighton: creightone@staff.ncad.ie		

Introduction

This module builds upon the Interaction Design Fundamentals module in Semester 1 and aims to further deepen the student's knowledge in the theory and practice of the discipline. The module aims to advance the student's critical awareness and understanding of Interaction Design by engaging them in critical discussion and debates through workshop and peer-led seminar sessions.

A key component of the module is to prepare students for the Design Studio Major Project. Throughout the module development of the Major Project is supported through various practical and hands-on sessions. Students will become familiar with the various areas and pathways within Interaction Design and be supported to identify and develop their own individual pathway. In doing so students will frame a proposal for the Major Project to support them in achieving their goals. During the semester students will also begin their research and investigation for their project.

What will I learn?

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

- Demonstrate knowledge of the history, principles and practice of interaction design.
- Demonstrate awareness of new application areas and advanced technologies.
- Understand the potential of new and emerging technologies and techniques in the design of future interactive systems and applications.
- Critically evaluate and engage with contemporary debates regarding the social, cultural, economic and political affordances and impacts of existing, new and emerging technologies.
- Construct a proposal and timeline for a project.
- Conduct a review of literature and cognate creative work which contributes to a body of practical work.

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

Delivery of this module is embedded in a studio-based learning context with students learning key theory and skills through a project-based approach. Throughout the module students will develop fundamental skills and knowledge which will underpin their learning across the programme.

During the module students will engage in a series of lectures and hands-on workshops. Students can expect to learn fundamental theory related to the development of user experiences through project work. Students will experience working in a fast-paced environment. Over the course of the module students will work within teams and in a self-directed manner.

How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	**Hours**
Seminars and workshops	24
Autonomous Student Learning	76
Total Workload	100

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	**% of final grade**	**Timing**
Seminar Project	40	Duration of module
Literature Review / Position Paper	60	End of Trimester 2
Total	**100%**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 3 to students who do not complete all assessments in Trimester 2. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Required	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?	
Interaction Design Studio	Trimester 2 (January to May)

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the semester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Semester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

Design Studio
DESPG1-2

MODULE DESCRIPTOR

ECTS credits[1]	10	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Marcus Hanratty
Semester	2	**Module Team**	Emma Creighton and Marcus Hanratty
Contact	Marcus Hanratty: hanrattym@staff.ncad.ie		

Introduction

The aim of the Design Studio module is to give students experience of a range of interaction design projects relating to the design of interactive products, systems and services with a focus on users, experience and context of use. By engaging in a range of project briefs students will learn fundamental interaction design approaches, methods and tools. Projects will incorporate lectures, seminars, workshops, fieldwork and studio work. Students will work independently and in groups, giving them the opportunity to work in a self-directed and collaborative manner.

The studio projects will give students the opportunity to consider both the theoretical and practical aspects of the discipline in response to a diverse set of project briefs. Students will engage with a combination of faculty, industry and external stakeholders in the development and delivery of their projects. Students will engage in fieldwork connecting with the local community, businesses and organisations in the creation of design propositions and prototypes, which are deployed and evaluated in context. Over the course of the semester students will develop a portfolio of studio work which will be presented at the end of semester.

What will I learn?

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

- Respond to a project brief.
- Work in a self-directed manner and within a team in a problem-oriented, project-oriented and interdisciplinary way.
- Work with industry and other stakeholders in the development and delivery of projects.
- Demonstrate knowledge in the theory and practice of interaction design.
- Demonstrate knowledge of user-centred design and the ability to involve the user in the design process; from ethnographic user studies to evaluation of prototypes and final products.
- Conduct, analyse and synthesise both primary and secondary research
- Respond to and incorporate research findings and insights in design projects

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

- 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.

Delivery of this module is embedded in a studio-based learning context with students learning key theory and skills through a project-based approach. Throughout the module students will develop fundamental skills and knowledge which will underpin their learning across the programme.

During the module students will engage in a series of lectures and hands-on workshops. Students can expect to learn fundamental theory related to the development of user experiences through project work. Students will experience working in a fast-paced environment. Over the course of the module students will work within teams and in a self-directed manner.

How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	**Hours**
Seminars and workshops	12
Tutorials	34
Crits	24
Autonomous Student Learning	130
Total Workload	200

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	**% of final grade**	**Timing**
Research Through Design Project	80%	Week 26
Portfolio	20%	Week 30
Total	**100%**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Required	None
Co-requisites	None
Incompatibles	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Prior learning	None
Recommended	None

When and where is this module offered?	
Interaction Design Studio	Trimester 2 (January to May)

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the semester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Semester 2, students have the opportunity to complete an online evaluation of their study and

experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

Advanced Skills in Interaction Design
DESPG1-8

MODULE DESCRIPTOR

ECTS credits[1]	10	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Emma Creighton
Semester	2	**Module Team**	Emma Creighton and Marcus Hanratty
Contact	Emma Creighton: creightone@staff.ncad.ie		

Introduction

The aim of this module is to extend the students' knowledge and skills gained in the Foundation Skills in Interaction Design module in semester one. The module contains a series of lectures and practical, hands-on workshops, which enable students to fully explore advanced principles and practices of interaction design.

Specifically this module will introduce students to skills and knowledge in the areas of service design, physical computing, internet of things, big data, data visualisation. The module will extend the students skills in people-centred research with an emphasis on engaging the user throughout the design process.

By working independently and in teams, students will also learn a set of methodologies to work on projects in a collaborative manner and to communicate effectively with team members. Throughout the module students are introduced to various methods, tools and materials and are encouraged to be experimental and take risks.

What will I learn?

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

- Demonstrate an advanced understanding of the practice of interaction design.
- Work in a user-centred and empathetic manner fluidly involving the user in the design process.
- Apply methodologies and techniques in the design of interactive products, interfaces, systems and services.
- Competently select and employ various techniques to prototype interactive products, interfaces, systems and services.
- Demonstrate awareness of new application areas and advanced technologies.
- Develop a project through a transparent iterative process leading to a resolved outcome.
- Work in a self-directed manner and within a team in a problem-oriented, project-oriented and interdisciplinary way.

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

Delivery of this module is embedded in a studio-based learning context with students learning key theory and skills through a project-based approach. Throughout the module students will develop fundamental skills and knowledge which will underpin their learning across the programme.

During the module students will engage in a series of lectures and hands-on workshops. Students can expect to learn fundamental theory related to the development of user experiences through project work. Students will experience working in a fast-paced environment. Over the course of the module students will work within teams and in a self-directed manner.

How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	**Hours**
Workshops	70
Autonomous Student Learning	130
Total Workload	200

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	**% of final grade**	**Timing**
Design for Complexity	15%	Week 16
Designing Physicality	85%	Week 21
Total	**100%**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?
Opportunities will be provided during or at the end of Trimester 3 to students who do not complete all assessments in Trimester 2. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?	
Interaction Design studio	Semester 2: January to May

How will I have the chance to evaluate the module?
It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner. About two-thirds of the way through the semester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Semester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD. In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

Position and Proposition
PGDES1007

MODULE DESCRIPTOR

ECTS credits[1]	5	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Emma Creighton and Marcus Hanratty
Semester	2	**Module Team**	Emma Creighton, Marcus Hanratty, Saoirse Higgins
Contact	Marcus Hanratty: hanrattym@staff.ncad.ie		

Introduction

The Position and Proposition module supports the students in critically analysing and positioning their own design practice within the broader field of interaction design. It helps the students to identify some of the larger societal, cultural, technological, economic and political trends that both shape and reflect interaction design practice in diverse areas of application. The primary aim of the module is to enable students to identify a novel, yet feasible, Major Project brief to take forward in Trimester 3.

To support this aim the module will introduce students to a range of forecasting and mapping methods, and aid them in identifying significant social, cultural and technical trends and opportunities. In parallel, students will identify personal areas of enquiry to pursue in a considered and appropriate manner. Guided learning activities will aid students to critically understand and position the broad range of creative, commercial and academic work which comprises the field of interaction design.

The module will enable students to identify the different methodological approaches required to undertake diverse project types such as; research, application and speculation, within a major project timeframe. In identifying and scoping an area of enquiry students will work to establish the feasibility of their chosen project approach, positioning it against relevant work in the specific domain, and the larger contextual factor underpinning it. Students will undertake preliminary research activities, both primary and secondary, and determine the validity of their project proposition against defined criteria. Students are required to develop a self-initiated project proposal document, which outlines the inherent value of the proposed project and demonstrates the feasibility of the approach to be undertaken in the defined time frame.

What will I learn?

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

- Self-initiate a project brief.
- Conduct rigorous analysis of contemporary and historical, social and technological trends

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

- Critically evaluate and position the broad range of creative, commercial and academic work which comprises the field of interaction design.
- Define appropriate project approaches for diverse and distinct forms of interaction design praxis.
- Demonstrate the value of a personal design proposition in terms relevant to its field of practice.
- Demonstrate the ability to negotiate appropriate work methodologies and practices.

Delivery of this module is embedded in a studio-based learning context with students working primarily in a self-directed manner. Peer learning is supported through workshops and group crits. During the module students will engage in a series of seminars and hands-on workshops to explore and consider their major project proposal. Students will be supported throughout with one-on-one tutorials.

How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	**Hours**
Seminars and workshops	15
Tutorials	15
Crits	5
Autonomous Student Learning	65
Total Workload	100

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	**% of final grade**	**Timing**
Presentation	20	End of Trimester 2
Major project position and proposition document	80	End of Trimester 2
Total	**[100%]**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?

Resit Opportunities
Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 2. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?	
Interaction Design Studio	Trimester 2 (January to May)

How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the semester, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

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Design Studio Major Project
DESPG 1-1

MODULE DESCRIPTOR

ECTS credits[1]	30	**Programme**	MA Interaction Design
NQF level	9	**School**	Design
Stage	1	**Module Co-ordinator**	Marcus Hanratty
Semester	3	**Module Team**	Emma Creighton and Marcus Hanratty
Contact	Marcus Hanratty: hanrattym@staff.ncad.ie		

Introduction

The Design Studio Major Project consists of a studio project and written dissertation. 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-centred 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.

[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

Delivery of this module is embedded in a studio-based learning context with students learning key theory and skills through a project-based approach. Throughout the module students will develop fundamental skills and knowledge which will underpin their learning across the programme.

During the module students will engage in a series of lectures and hands-on workshops. Students can expect to learn fundamental theory related to the development of user experiences through project work. Students will experience working in a fast-paced environment. Over the course of the module students will work within teams and in a self-directed manner.

How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	**Hours**
Tutorials or workshops	50
Crits	20
Autonomous Student Learning	530
Total Workload	600

What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

How will I be assessed?

Assessment tool	**% of final grade**	**Timing**
Major Project Components and Presentation	70	End of Trimester 3
Dissertation	30	End of Trimester 3
Total	**100%**	

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed above. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Submissions will be assessed using the NCAD Assessment Criteria *(See NCAD Academic Regulations for further detail).*

What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

Am I eligible to take this module?	
Module Requisites and Incompatibles	
Pre-requisites	Before students can register on this module, they must have successfully completed the module Position and Proposition (5 credits).
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

When and where is this module offered?	
Interaction Design Studio	Trimester 3 (June to August)

How will I have the chance to evaluate the module?

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