

Exploring Interaction Design

PGDES1011

MODULE DESCRIPTOR

ECTS credits¹	5	Programme	MA Interaction Design
NQF level	9	School	School of Design
Stage	1	Module Co-ordinator	Emma Creighton
Trimester	1	Module Team	Emma Creighton, Marcus Hanratty, Tara Whelan, Jennifer Groarke, Eoin Mahon
Contact	Emma Creighton creightone@staff.ncad.ie		
Responsibility	The NCAD Academic Council and the School of Design Board have responsibility for this module		

1. Introduction

This module introduces students to the theoretical underpinnings, contemporary issues, topics and concepts relating to Interaction Design. Through a series of lectures, workshops and projects, students are introduced to various theories, methods, and tools of Interaction Design. Through a weekly lecture series, students are introduced to topics including the history and development of the discipline, critical design, embodied interaction, and participatory design, among others. Through a series of one-week intensive projects, students are introduced to a range of the fundamental practices and tools of the interaction designer.

The aims of this module are to:

- Introduce the foundation concepts, principles and practices of interaction design.
- Provide a practical introduction to human centred design principles and practices.
- Support the development of foundation skills in prototyping low to high fidelity for a range of experiences from screen to service.
- Foster the development of core competencies for working collaboratively.

2. What will I learn?

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

1. INVESTIGATE: Conduct primary research using a variety of applied design research methods.
2. EVALUATE: Evaluate digital products employing a range of usability testing techniques, presenting 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

3. **SYNTHESISE:** Analyse and synthesise a variety of data from both primary and secondary research, organising findings using appropriate tools.
4. **PROTOTYPE:** Develop effective prototypes using low, medium and high fidelity techniques and appropriate tools.
5. **COLLABORATE:** Work collaboratively and cooperatively in response to assigned briefs, planning and managing time and deliverables effectively.

Module content

This module introduces students to skills in the areas of web design, visual design, prototyping screen-based interactions, people-centred research and design, and service design. Over the course of the module 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.

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 develop fundamental skills and knowledge relating to the discipline of interaction design which underpins their learning across the programme. Students can expect to learn fundamental theory related to the development of user experiences through project work. Throughout the module students experience working in a fast-paced environment and gain experience of working both in a self-directed and collaborative manner.

3. How will I learn?

Students learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. 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 module. Students are supported in their project work through tutorials and receive ongoing feedback through one on one and group crits.

Learning tool	Hours
Lectures, Seminars and Workshops	30
Tutorials	10
Autonomous Student Learning	60
Total Workload	100

4. What learning supports are provided?

Delivery of this module is supported with Canvas. Throughout the trimester readings, case studies and reference material are posted to support students in their studio work. Off-campus learning and tutor-student communication is facilitated through the use of Canvas, Google Classroom, Google

Meet, Zoom and Miro. Additional module specific material is posted on the module Canvas throughout the trimester.

5. 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

6. How will I be assessed?

Assessment tool	% of final grade	Timing
What is IxD seminar	10%	Week 1
Prototyping Screen Interactions	30%	Week 2
Web Design project	30%	Week 3
What's the Mater project	30%	Week 4
Total	100%	

Assessment tool	Learning outcomes assessed
What is IxD seminar	1 & 5
Prototyping Screen Interactions	2 - 5
Web Design project	4 & 5
What's the Mater project	1 - 5

7. Feedback, results and grading

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

Students receive formative feedback regarding stage submissions during tutorials and crits in the module. Individual assessment sheets are generated for each project detailing the student's formative grades and feedback. Summative module feedback is issued after grades have been formalised through the relevant Exam board.

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

8. What happens if I fail?

Resit Opportunities

Opportunities are provided during or at the end of the Trimester to students who do not complete all assessments in this timeframe. 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.

9. When and where is this module offered?

Trimester 1 (September to December), MA Interaction Design Studio

10. 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 year, 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 on the module with their lecturers at any point during the year. Students can also relay their comments to the class student representative who will communicate their comments to the staff.

**For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook**