



BA (Hons) DESIGN INTERACTION

EXPLORE 

APPLY TO UEL

START DATE

September 2021

SUBJECT AREA

Art and Design

Course Summary

Studying on BA (Hons) Design Interaction you will be at the forefront of future-focused design. You will experiment and develop emerging technology such as AR/VR (XR), AI, game engines, electronics, sensors, Internet of Things (IoT), Big Data and robotics. You will play a role in shaping the world around us with free thinking ideas and opportunities.

Interdisciplinary collaboration with students from e.g. Fine Art Technology, Graphic Design, Illustration, Animation and Photography allows you to exchange skills and to access technical support and subject expertise across disciplines.

You will be supported by yearly employability initiative Detour Ahead: Roadmaps for the Art and Design Industry, week-long interdisciplinary guest talks offering you industry insights as well as guidance on subjects such as freelancing, copyright and tax.

You will gain fresh perspective and approaches (divergent thinking) giving you edge in the competitive creative job market, [skills for the fourth industrial age \(4iR\)](#).

UCAS POINTS

96

COURSE OPTIONS

Degree

UCAS CODE

W201

APPLY



Return to campus: dual delivery

In a Covid-secure environment, enjoy learning on our state-of-the-art campuses and flex between online delivery

[Find out more](#)



Flexibility

This course allows you to study in an area which is expanding giving you an advantage in industry
You can also take up the optional placement year

You will
Technol

ENQUIRE

VISIT

Jackie Normington Design Interaction

There is always something new to be learning, from new technologies, new techniques and new perspectives. The course really helped refuel my own curiosity for design.

FEES AND FUNDING

GOVERNMENT FUNDING

Tuition Fee Loan

You can apply for a loan to cover the cost of your tuition fees, which will be paid directly to UEL. There are no up-front fees required. Repayment only starts after you finish your course and are earning over £25,000. If you haven't finished repaying your loan after 30 years it will be automatically cancelled.

To apply visit [gov.uk/student-finance](https://www.gov.uk/student-finance)

Maintenance Loan

You can apply for a loan to help with living costs such as food, travel and accommodation. How much you can borrow depends on where you live and study, and whether you are currently on welfare benefits. The maximum loan you can apply for is £12,729.

To apply visit gov.uk/student-finance

Supplementary Grants

The government also offer the following additional support:

- Parents' Learning Allowance
- Adult Dependants' Grant
- Childcare Grant
- Disabled Students' Allowance
- All [nursing](#) and many [allied health](#) students on courses from September 2020 will receive a payment of at least £5,000 a year from the government.

For further information visit gov.uk/student-finance or contact Student Finance England.

UEL FUNDING

We appreciate that finance is one of the key considerations when you are applying to university. That's why alongside your Government loan, you can apply for scholarships to help towards your finances. We have invested over £2 million worth of scholarships to financially assist new students, starting in September 2019. If you are awarded a scholarship you don't need to pay it back.

All students will receive:

[Ebooks](#)

Bursaries Schemes for which you can apply

- [Care Leaver and Foyer Bursary - up to £1,500](#)
- [Progression Bursary - up to £2,000](#)
- [Engagement Bursary - up to £2,000](#)
- [Hardship Bursary - up to £2,000](#)
- [Helena Kennedy Foundation - £1,500](#)
- [Going Global – awards range from £300 - £700](#)

Scholarships Schemes for which you can apply

- [Vice Chancellor Scholarship - up to £27,750 over three years](#)
- [Dean Scholarship - up to £13,500 over three years](#)
- [Civic Engagement Scholarship - £1,000](#)
- [EU Scholarship \(EU Only\) - £1,000](#)
- [ELSEF Scholarship - £1,000](#)
- [UTC Scholarship - £1,500](#)
- [Sports Scholarships - up to £6,000](#)

EXTERNAL FUNDING

There are a number of external organisations that offer financial help to students. Please see the list below to view additional support options. Alternatively, you can visit the [Scholarship Search](#) website.

Please note that the University of East London is not responsible for the content of these external sites and is not associated in any way with the funding schemes and their application processes.

- [Bank Of England Scholarship Programme](#)
- [European Funding Guide](#)
- [The Student Disability Association Fund](#)
- [Sir John Cass's Foundation](#)
- [The Leverhulme Trade Charities Trust](#)
- [The Newby Trust](#)
- [Walcot Foundation](#)
- [Scholarships Search](#)

The Student Money Advice and Rights Team (SMART) are here to help you navigate your finances while you are a student at the University of East London.

We can give you advice, information and guidance on government and university funds so that you receive your full funding entitlement.

Email: study@uel.ac.uk

Phone: 020 8223 4444

▮ Tuition fees

UK

£9,250

You don't need to pay this up front.

EU, EEA and Swiss Nationals starting a course in September 2021, will no longer be eligible for Home fees. However, such nationals benefitting from Settled Status or Citizens' Rights may become eligible for Home fees as and when the UK Government confirms any new fees regulations. [Further information can be found at UKCISA.](#)

Tuition fees are subject to annual change. Fees for future years will be published in due course.

ENTRY REQUIREMENTS

September 2021

Degree

96
NEW UCAS POINTS

A LEVEL

Must include passes at A2 in at least two subjects.

FROM

BTEC

Extended Diploma or Diploma

FROM

INTERNATIONAL BACCALAUREATE

Diploma with 28 points including a minimum of 15 points at Higher Level

We would normally expect you to have Grade C in GCSE English and Maths.

INTERNATIONAL

(Including European Union)

SEE YOUR
COUNTRY

PORTFOLIO ADVICE

The portfolio is a very important part of the application process. It should reflect broad examples of your work. This will be used as evidence of your creative ability and potential.

Your portfolio may include paintings, drawings, sketches, a personal sketchbook, design and photographic work, 3D-modelling, work in progress, etc. It should exhibit an understanding of spatial awareness.

We like to see the creative and planning processes that have contributed to your work, not just the final pieces. We also like to see some work that reflects your own personal interests, i.e. work that you might have undertaken in your own time.

We want to see your passion for your work and you're expected to present the portfolio in a positive and interesting manner. You will be expected to display care and thought in the way that your portfolio is presented; the organisation is no less important than the content.

ENGLISH LANGUAGE REQUIREMENTS

Overall Academic IELTS 6.0 with a minimum of 6.0 in Writing and Speaking; minimum 5.5 in Reading and Listening (or recognised equivalent).

If you do not meet the academic English language requirements for your course, you may be eligible to enrol onto a pre-sessional English programme. The length of the course will depend on your current level of English and the requirements for your degree programme. We offer a 5-week and an 11-week pre-sessional course. [Find out more.](#)

ALTERNATIVE GCSE QUALIFICATIONS

Level 2 equivalences such as Level 2 Functional Skills in English / Maths, Level 2 Key Skills in Communication / Application of Number and Level 2 Adult Literacy / Adult Numeracy

FURTHER ADVICE AND GUIDANCE

You can speak to a member of our Applicant Enquiries team on +44 (0)20 8223 3333, Monday to Friday from 9am to 5pm. Alternatively, you can visit our [Information, Advice and Guidance](#) centre.

OTHER ENTRY ROUTES

Access to HE Diploma (QAA approved) with 60 credits overall and 45 credits at Level 3

WHAT YOU'LL LEARN

Through learning by doing, problem solving and exploring, you will use practical training and theoretical knowledge to succeed in design interactions.

You'll gain a critical understanding of the technical, historical, theoretical and political potential of the medium and an understanding of the collaborative nature of the medium and skills to identify, reflect and develop employability competencies and professional skills to enter the creative industries.

You will be in the forefront of future-focused design, experimenting and developing emerging technology such as AR/VR (XR), AI, game engines, electronics, sensors, Internet of Things (IoT), Big Data and robotics. You will play a role in shaping the world around us with free thinking ideas and opportunities

Studying design interactions will teach you confidence in visualising ideas and briefs, will enable you to create and maintain professional online portfolio/presence/ promotional skills and will set you up with life and work skills for interpersonal, team working, collaborative and negotiations.

WHAT YOU'LL STUDY AND WHEN

FOUNDATION YEAR (IF REQUIRED)

- Found - all core

YEAR 1

- Year 1 – all core

YEAR 2

- Year 2 – all core

OPTIONAL PLACEMENT

This course offers the opportunity of year-long placement between years two and three. If you choose to take this option, you'll spend your third year on a placement with a relevant company or organisation, adding valuable practical experience to your growing academic knowledge.

The extra placement year means it will take four years to complete your studies, instead of three.

YEAR 3

- Year 3 – all core

How you'll be assessed

Each module has a duration of 12 weeks (one term) and always concludes with an assessment point. We provide feedback throughout these 12-week periods with a specific 'Tracking Week' dedicated to this process midway through each term.

For Practical modules your submission will consist of a Learning Journal (the presentation of your development and experience) and Portfolio (the presentation of your practical output). For Theoretical modules you may be asked to produce a piece of academic writing of a given length and a live presentation.

Feedback is provided within 15 working days in line with UEL's assessment and feedback policy.

HOW YOU'LL LEARN

• Types of learning

Benefit from our progressive approach to learning through forward thinking and inclusive blended/ flipped learning and patchwork assessment, allowing you to make connections between modules, technical skills and research and your practice. This is a practical course, so you'll spend plenty of time in our Docklands-based design studios.

• Expanding your learning

Thinking critically to undertake complex problem solving, to be able to succeed in 4iR (fourth industrial revolution) and beyond (we call this emotional intelligence). Gain insights in our yearly cluster employability initiative Detour Ahead: Roadmaps for the Art and Design Industry, a week-long inter-disciplinary guest talks as well as advice about copyright and licensing, freelancing and tax.

• Independent learning

You'll be expected to carry out your own independent study to build on what you learn during lectures, seminars and workshops. To support you, we'll provide digital materials, notes and handbooks and you'll also receive individual supervision and feedback from our experienced lecturers.

• Helping you study

We are investing in key areas beyond your studies including our career services, library and well-being, to be available both face-to-face on campus and online with many of these available 24/7. We have new, modern library facilities on both campuses offering inspirational environments for study and research. Libraries contain resources in print and digital formats, a range of study spaces and dedicated librarian who can assist with your learning.

• Academic support

Students are supported with any academic or subject related queries by an Academic Advisor, module leaders, former and current UEL students.

If you need a bit of extra help with certain skills such as academic writing, maths or IT, our Skillzone and English for Academic Purposes we offer workshops, drop-in sessions and one-to-one appointments to help our students achieve their potential. You can receive advice and guidance on all aspects of the IT systems provided by the university from our IT Service Desks located on all three campuses.

Our Student Support hubs in Docklands and Stratford feature centralised help-desks to cater for your every need. UEL provides also support and advice for disabled students and those with specific learning difficulties (SPDs).

• **Workload**

Each year you will spend around 300 hours of timetabled learning and teaching activities. These may be lectures, workshops, seminars and individual and group tutorials. Contact hours may vary depending on each module.

The approximate percentages for this course are:

Year 1: scheduled teaching – 300 hours; guided independent study – 900 hours.

Year 2: scheduled teaching – 300 hours; guided independent study – 900 hours.

Year 3: scheduled teaching – 300 hours; guided independent study – 900 hours.

The size of classes can vary depending on the nature of the course, module and activity. This can range from large groups in a lecture theatre setting, to smaller groups taking part in seminars and collaborative work. You will receive your personalised timetable at the beginning of the academic year dependent on your course.

Who teaches on this course

[Dan Duran](#)

[Andrew Osman](#)

[Bryony Quinn](#)

[Kim Louise Stevenson](#)

YOUR FUTURE CAREER

The future needs technically focused flexible creatives who can adapt to the ever-changing market.

In 2018 the UK's creative sector broke the [£100 billion mark](#). Within this economy there are a great variety of roles that utilise the skillsets we develop.

Our alumni may work in-house for a large company, in a specialist design studio, run their own business or be self-employed across a variety of industries. Spending three years tracking multiple projects, solving the logistics of production and negotiating within teams of creatives will prepare you for work beyond the subject area. The University's [e-Factor](#) competition offers students resources to develop their own business and the [Career Coaching team](#) are always on hand to help students fine tune their CVs and interview techniques.

Industry links

[Blind Pig](#) - A multidisciplinary creative studio. Creative director and founder Ric Comblin has helped shape the course through his feedback and encouragement for art and design based courses at UEL.

Career destinations for our students include: Design interaction; interaction designer; information architect; User Experience (UX) designer; User Interface (UI) designer; web designer; app designer; designer/ developer; content strategist; AR/VR designer; exhibition designer; artist.

The course maintains a strong network of alumni and we regularly invite former students to return as guest speakers and lecturers.



Festival of Learning
2019



THE AWARDS 2018