Interactive Media Design

This programme is no longer recruiting

Final award	BA(Hons)
Intermediate awards available	Cert HE, Dip HE
UCAS code	W282
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Communication, media, film and cultural studies, Art and Design and Computing.
Date specification last updated	August 2014

Profile

The summary - UCAS programme profile

BANNER BOX:

A creative, conceptual and practical approach to interactive new media design and user experience design.

ENTRY REQUIREMENTS

The minimum requirements for entry for Level 1 entry is 240 UCAS tariff points from: A/AS level (Including 2 A2 passes), GNVQ, AVCE, Scottish Highers, International Baccalaureate. European Baccalaureate, BTEC / SCOTEC Diploma, Relevant Access Course or successful completion of the Level 0. Other qualifications, including overseas, may be considered.

We also welcome applicants from mature students who do not have formal qualifications but may have relevant experience. Students applying to this programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject. Applicants may be invited for interview.

If you have the potential, commitment and enthusiasm to study for a degree but are unable to meet the entry requirements for your chosen degree programme you can apply for the Extended Degree programme route. An Extended Degree includes a Level 0 year, making the period of study 4 years or 5 years if the Extended Degree programme is taken on a part-time basis. The programme provides a supportive learning space for students to experience academic studies at university and helps develop confidence and academic skills in preparation for Levels 1-3. The programme is also highly rated by students who successfully complete the programme.   Successful completion of the programme guarantees entry to a range of Single Honours programmes or a Combined Programme of study within the School of Arts and Digital Industries.

More details of the Extended Degree programme can be found here

At UEL we are committed to working together to build a learning community founded on equality of opportunity - a learning community which celebrates the rich diversity of our student and staff populations. Discriminatory behaviour has no place in our community and will not be tolerated. Within a spirit of respecting difference, our equality and diversity policies promise fair treatment and equality of opportunity for all. In pursuing this aim, we want people applying for a place at UEL to feel valued and know that the process and experience will be transparent and fair and no one will be refused access on the grounds of any protected characteristic stated in the Equality Act 2010

Overseas Qualifications

The number of overseas qualifications which are accepted for entry are too numerous to list, but you can get advice from the British Council or our admissions unit on 020 8223 2835. You must be able to understand and express yourself in both written and spoken English and some evidence e.g. For level 1 entry a TOEFL score of 550 or an IELTS score of 6.0 (no skill level below 5) and for Level 0 entry an IELTS score of 5.5 (no skill level below 5) would be required.

ABOUT THE PROGRAMME

What is Interactive Media Design?

Interactive media forms an integral part of daily life at home and at work, for leisure and entertainment, education and information. Today all media is digital and most media products are interactive or have interactive components in the shape of associated websites or mobile phone services. These services offer new experiences and pleasures. They generate symbolic and affective resources with which to imagine our worlds. Interactive media industries are also significant areas of employment - large media companies such as the BBC have interactive departments which require technology literate designers in the specific area of interactive media.

Interactive Media Design at UEL

Students at UEL are offered the opportunity to undertake an interdisciplinary approach to the study of Interactive Media Design, which combines both research and practice.

Key issues studied include conceptual approaches to:

- Interactive design and communication practices
- Software (graphics, web, authoring)
- Media production
- The implications of interactive media
- User centred and user experience design
- Origins of multimedia, convergence and digitalisation
- Nonlinear/linear design considerations
- The role of affect, emotion and cognition in user experiences
- Theories of media
- Project management

- Research, design and development of new forms of interactive media

Key skills include:

- Interactive design software (graphics, web, authoring)
- User interface design
- Media production skills
- Research into practical and theoretical aspects of media
- Digital image production and manipulation (2D and 3D)
- Working with clients and external agents
- Working in groups

Programme structure

This is a three-year, full-time programme, although it can also be studied on a part-time basis over a longer period of time. Some modules are shared with other degree programmes in the **School of Arts and Digital Industries**.Some modules are compulsory; others are optional.

Learning environment

Learning takes place through lectures, seminars and practical workshops in Mac and PC computer labs. Tutorial sessions are also available, as well as personal supervision of final year projects and dissertations.

Assessment

Students undertake six modules per year. Marks for 1st year modules do not count towards the final degree classification. All marks for 2nd and 3rd year modules count. Most assessment is via coursework, with a small proportion via exam.

Work experience/placement opportunities

There is the opportunity to work in small groups or individually for clients with real communications needs in both the 2nd year and the 3rd year of this degree programme.

Project work

One third of the final year is made up of project work - this counts as almost a quarter of the total mark for the degree. This, and other areas of study, allows students to develop their own ideas, work in groups and/or research specific topics.

Added value

BA Hons Interactive Media Design has strong relationships with The Rix Centre for Multimedia and Learning disability, and a number of commercial digital agencies who ocassionally offer work experience opportunities to talented students.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- Interactive design, usability design, experience design.
- Developing an awareness of the design, nature, function and cultural contexts of interactive media design
- Thinking about how interactivity functions in the media
- Questions of emotions, affect and use
- Exploring cultural aspects of media, information and communication technologies
- Investigating new forms of digital communication media, such as intelligent agents, mobile, wearable and generative media.
- Answering questions such as 'how can interactivity blur the distinctions between the sender and the receiver of information' and 'how are the roles producer and consumer changing in
- interactive media systems?'
- Embodied interactions, new social contexts and affective computing.

If you enjoy...

- Designing for Interactive Media
- Web
- 2D and 3D image manipulation and development
- Media Production (audio, video, graphics)
- Digital video editing
- Website maintenance, including hosting, search engine registration and validation
- Working in groups and with clients and external agents

If you want...

- To acquire or enhance a range of production skills relevant to a career in interactive media design and production
- To develop study and research skills essential for exploring the field of interactive and new technology from a media and cultural perspective, including analytical reading and note-taking, essay planning and writing, reports, independent thinking, problem solving and coherent reasoning.
- To have the opportunity to extend study at MA level and branch out into new media related practice-based education in the **School of Arts and Digital Industries**.

Your future career

Graduates studying new media at UEL have gone on to become web designers, junior web designers, freelance multimedia practitioners, as well as undertaking postgraduate qualifications in, for example, multimedia systems. Some have also worked as teachers or technical demonstrators of new media.

How we support you

Each student is allocated a personal tutor to guide them through their studies. There is also a programme tutor, who is responsible for your degree and can also offer help and advice. The university also offers support in the following areas: residential; student finance advice; careers advice; study skills development; IT/learning resources.

Bonus factors

This degree programme has won the coverted student BIMA award

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- To enable students to understand the nature, function and social and cultural contexts of interactive media design
- To develop in students skills in interactive media practice - design, planning, development and management skills
- To develop in students an understanding of and skills in *critical practice* in interactive media - not solely vocational 'how-to' skills but also the ability to think critically about 'why' and 'with what effects'

What will you learn?

Knowledge

- An introduction and exploration of the key concepts and theories relevant to understanding the functions and cultural implications of media and particularly interactive media communication and production
- A working knowledge of the technologies of media and interactive media production

Thinking skills

- To grasp and, through writing and oral presentation, participate in current debates on the cultural, social and philosophical factors surrounding the development and diffusion of interactive media forms
- Evaluate the relationship between theory and creative practice in the field of interactive design and production
- Understand and apply theoretical models and concepts to issues surrounding interactive media and interactive media products and the socio-cultural contexts in which they are produced and consumed
- Understand and apply principles of interactive design, production management and group work to project work
- Reflect on progress throughout the development of theoretical and project work
- Synthesise personal experience and 'objective' analysis relevant to interactive media

Subject-Based Practical skills

- Identify the elements which are likely to make for effective interactive media design
- Plan, implement, manage and deliver practical interactive media production, using dedicated software, on time and to budget.

- Develop knowledge of a wide range of digital formats including digital graphics, websites, interactive CD-ROMs, digital sound and video and other specialist aspects of interactive media production

Skills for life and work (general skills)

- Work as individuals and together in teams
- Analyse and offer solutions to institutional or commercial communications problems
- Work effectively with outside clients and external agents Structure section

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The typical duration of this programme is three years full-time or five years part-time. It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year can begin in September and end in June (semester A start) or begin in February and end in January (semester B start). A typical full-time student will study the

equivalent of 120 credits over the year. A typical part-time student will study for one day and one evening per week and will complete 60-80 credits.

What you will study when

This programme is part of a modular degree scheme. A typical full-time student will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.
It is possible to bring together modules from one subject with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of modules across the University

The following are the core and optional requirements for the single pathways for this programme

Extended Route (Level 0 entry)

LEVEL	TITLE	CREDITS	STATUS SINGLE
0	Studying in Higher Education	40	Core
0	Understanding the Media and Cultural Industries	20	Core
0	Creative Production	20	Option
0	Writing Practices	20	Option
0	Introduction to New Media	20	Option
0	Introduction to Film and Video Studies	20	Option
0	Understanding Cities and Communities	20	Option
0	Understanding the IPOD Generation	20	Option
0	Globalisation and Social Movements	20	Option
0	Reading and Writing for Academic Studies	20	Option
0	Multimedia Advocacy	20	Option

120 credits from Level 0 Modules (including all cores) must be passed in order to progress to level 1

Level 1 Entry

LEVEL	TITLE	Module Code	CREDITS	STATUS SINGLE

1	Introduction to New Media (Skills)*	MS1304	20	Core
1	Web Page Design	MS1302	20	Core
1	Media Production 1	MS1403	20	Core
1	Media Production 2	MS1404	20	Core
1	Media Meanings	MS1402	20	Option
1	Understanding Production and Consumption	CC1703	20	Option
1	Visual Design	MS1301	20	Core
1	Multimedia Principles and Design	MS1310	20	Option
2	Media, Culture, Identity	MS2401	20	Option
2	New Media Research Concepts and Methodologies	MS2306	20	Core
2	Multimedia Design	MS2305	20	Core
2	Live Team Project (Skills)*	MS2303	20	Core
2	3D Modelling	MS2301	20	Option
2	Media Production 3	MS2405	20	Option
2	Multimedia Hardware	MS2309	20	Option
2	Media Production 4	MS2402	20	Option
2	Information Systems	IS2108	20	Option
2	University Wide Option			
3	New Media Research/Prototype (Skills)*	MS3307	40	Core
3	New Media Portfolio	MS3308	40	Core
3	New Media Theory/Practice: User Experience Design	MS3305	20	**Core**
3	Dynamic Content: Design, development and management of database driven systems	MS3304	20	Option
3	Mobile Media Practice	MS3404	20	Option
3	University Wide option			

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(A foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.)

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\text{The arithmetic mean of the best 100 credits at level 3} \times 2/3 + \text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3} \times 1/3$$

and applying the mark obtained as a percentage, with all decimals points rounded up to the nearest whole number, to the following classification

70% - 100%	First Class Honours
60% - 69%	Second Class Honours, First Division
50% - 59%	Second Class Honours, Second Division
40% - 49%	Third Class Honours
0% - 39%	Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

- Formal lectures Thinking skills & Knowledge
- Interactive lectures/seminars Thinking skills & Knowledge
- Group discussions and informal presentations Practical skills, Thinking skills & Skills for life and work
- Demonstrations of interactive media applications. Practical skills & Knowledge
- Individual tutorials and independent learning Thinking skills & Knowledge
- Debates involving outside speakers Practical skills, Thinking skills & Skills for life and work
- Supervised and unsupervised workshops Practical skills, Thinking skills & Skills for life and work & Knowledge
- Analysis of practical and theoretical issues Thinking skills & Knowledge
- Project sessions Practical skills, Thinking skills & Skills for life and work
- Research seminars Practical skills, Thinking skills & Knowledge

- Project supervision Practical skills, Thinking skills & Skills for life and work

Assessment

Knowledge is assessed by

- Coursework essays, reports, evaluations, reviews, reflections, exams and presentations
- Exercises and discussion undertaken in seminar sessions

Thinking skills are assessed by

- Coursework essays, reports, evaluations, reviews, reflections, exams and presentations
- Exercises and discussion undertaken in seminar sessions

Practical skills are assessed by

- Practical projects and reflections on production process

Skills for life and work (general skills) are assessed by

- Involvement in and contribution to seminar/ workshop sessions
- Ability to understand and meet requirements of module specifications
- Involvement in and contribution to group project work

Quality

How we assure the quality of this programme

Before this programme started

Before the programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the University's Quality Standing Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the University's quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees

Students are notified of the action taken through:

- Feedback to committee on previous minutes of meeting

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Questionnaires to former students

Further Information

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
-	-	-	-	-

Where you can find further information

Further information about this programme is available from:

- The UEL web site
- UEL Manual of Regulations and Policies http://www.uel.ac.uk/qa/
- UEL Quality Manual http://www.uel.ac.uk/qa/
- Regulations for the Academic Framework http://www.uel.ac.uk/academicframework/
- Guide to Single & Combined Honours Programmes
- Departmental web pages: http://www.uel.ac.uk/adi/index.htm
- Current Programme Tutor's academic homepage: http://homepages.uel.ac.uk/T.D.Sampson/research.htm
- Visit our gallery of student work here: http://www.uel.ac.uk/adi/showcase/studentwork/