THE UNIVERSITY *of York*

Department of Theatre, Film and Television

Assessment Brief

MODULE: User Experience Design, TFT00017I

ASSESSMENT TITLE: Summative Assessment 02

ASSESSMENT DATES:
　　　　SET: Week 6 Spring Term, Friday 15th Feb 2019;
　　　　HAND-IN: Week 1 Summer Term, 12.00 (midday) Thursday 18th April
　　　　2019

THE TASK

For this assessment, you must develop an **Interactive Media Prototype** designed to be used and installed at the Yorkshire Museum as an interactive experience.

You must also write a 2,500 word individual **Design Report** explaining and reflecting on the design and development process you adopted.

This assessment is worth 70% of the total marks for this module.

GUIDANCE

On the Interactive Media Prototype:

Curators at the Yorkshire Museum have selected the following key objects from across their collections for you to consider:

- Artefacts from Star Carr excavations (Frontlets, Pendant, Flint tools, Barbed point)
- Middlesbrough Meteorite
- Plate tectonics
- Fossils and trace fossils
- Ammonites
- Fossil Footprints
- Head Pot (in the likeness of Julia Domnar)
- Tomb Stones
- Chapter House / Warming House
- Lobed Bowl

Your Interactive Media Prototype must be a user experience (UX) designed **EITHER** to focus on **one** of the above key objects **OR** to consider the overall museum visitor experience.

Your challenge is to ensure that your design fits the requirements of the museum, as identified by your user research and analysis. Your design should consider the aims of the museum, how people use the museum, and how your design would be used and might fit into the physical environment.

The choice of medium for your Interactive Media Prototype is up to you. You could consider the following options:

- A physical prototype of your design with Wizard of Oz functionality – evidence of this could be submitted by a video demonstrating the design concept in action.

- A game (e.g. showing how a visitor can access information or decide on alternative interpretations of an artefact), submitted as a packaged Unity executable or Processing sketch (in particular see the submission guidelines).

- A video illustrating your design (e.g. showing your design in use, or a narrated screen capture of a Sketch prototype).

- A visualisation or interactive narrative (e.g. demonstrating how an artefact might have looked or been used) submitted as a Processing sketch.

- A responsive website designed for desktop or mobile use, submitted as a self-contained file directory.

Regardless of which medium you choose, your Interactive Media Prototype must be submitted in ONE of the following file formats:

- Video (.mov; .mpeg4 or .mp4)

- Unity (zip file containing executable builds for both Windows and Mac platforms and source files)

- Processing (as a zip file containing executable builds for both Windows and Mac platforms and source files)

- Website (folder with local assets, e.g. .jpg, .png, and HTML, CSS and Javascript files)

On the Design Report:

This report should include:

- **Title:** A report title that describes your design.

- **Overview:** A 150 word summary suitable for an external audience (e.g. suitable for publishing on the museum blog or on a portfolio website) that succinctly describes the context (i.e. Yorkshire Museum), your design process (i.e. what you did), your inspiration, and your design concept.

- **Design Approach:** A description of the approach and methods you used to generate your design concept (i.e. the user research you did, for example observation, interviews, questionnaires), your approach to ethical data

gathering, and how this informed your design (e.g. personas, user journey maps etc.).

- **Design Statement:** A statement describing the challenge or opportunity your design seeks to address. This should refer to your understanding of the museum and any user research you did. Make sure you state whether you have chosen to focus on a museum key object (and if so, which key object), or on the overall museum experience, and why you decided on this.

- **Design Context:** At least **three** researched and referenced examples relevant to your design that inspired you (e.g. an international art installation, an interactive museum exhibit, an online game).

- **Development Process:** A written and visual description of how you created your prototype, for instance, from early sketches to first stage paper based prototype through to final prototype as submitted. This should include details of any user testing that you conducted.

- **Critical Reflection:** A personal critical reflection on your completed prototype and the process you took to make it. What would you change or rework if you could revise and reiterate the design again?

You must meet the target number of words as stated on this brief. You are allowed a 10% leeway either way (i.e. 250 words over or under is acceptable). The word count must be stated clearly at the end of the report.

Appendices, if appropriate, do not count towards the 2,500 word report word limit.

You should note that over- or under-writing beyond the limits of the leeway may incur mark deductions with respect to the clarity of your work per the assessment and feedback criteria.

All sources should be cited using the MHRA in-text Author-Date format. Please refer to this MHRA Author-Date document for guidance on this citation system.

ETHICS

Please note that you are NOT permitted to conduct any work for this assessment that would require you to submit an ethics application to the TFTV Ethics committee. Module level approval has been awarded for this assessment which permits you to conduct work that is considered low risk from an ethical perspective, provided that you adhere to certain restrictions. That is, for this module, you may conduct user research activities as long as these activities can be accommodated by the Ethics Checklist which is available under the "Ethics for Research Work" section of the TFTV Ethics VLE site. If you have any questions as to whether your proposed research activities fit within the remits of the Ethics Checklist you must discuss these with the module convenor.

If you have engaged with participants in your work for this assessment, you MUST submit as an Appendix to your report a copy of your completed Ethics Checklist.

If you have interviewed participants in your work for this assessment, you MUST also include examples of your Project Information Sheets and blank Informed Consent forms.

SUBMISSION REQUIREMENTS

Your submission must include the following:

Component	Submission Procedure
A **SINGLE** ZIP file containing all the files and components as described below.	Submit via the Storage drive. Instructions for how to submit via Storage are provided on the module VLE site. Your ZIP file should be named in the format: EXAMNUMBER_UXD2.zip (e.g. Y123456_UXD2.zip).

Your ZIP file must contain the following **THREE** components:

1. Your 2,500 word Design Report in **PDF** format (.pdf), with a completed cover sheet and any appendices where necessary (e.g. data from user research and Ethics documentation);

2. A readme text file (.txt) or word doc (.doc or .docx) that states the ideal specifications for viewing your prototype (e.g. responsive website designed for use on visitors' own smartphones within the museum, tested on iPhone5 using Safari browser);

3. Your Interactive Media Prototype in ONE of the following formats:

   a. A short video (5 min max) in either .mov; .mpeg4 or .mp4 format; **OR**

   b. A Unity prototype, as a zip file containing executable builds for **both** Windows and Mac platforms and source files. Please configure these builds by using the "PC, Mac & and Linux Standalone" option with the target platform set to the correct value for each build (i.e. "Windows" for the Windows build and "Mac OS X" for the Mac build). For more information on how to create a published build of your game, please see this page in the Unity manual; **OR**

   c. A Processing Sketch, as a zip file containing executable builds for both Windows and Mac platforms (using 'Export to Application') and source files; **OR**

   d. A responsive website, as a folder containing all the files and assets needed to run the website locally.

You are very strongly advised to read the Very Important Points To Note for the Submission of ALL Assessments (which includes important information on the appropriate time to start submission; how to check your files; what to do if there are problems with submission and so on). Please access this file with your University of York login; for security reasons, we do not permit access to university documents from private Gmail accounts.

Note that the IM Lab has been reserved from **08:30-12:00 (midday)** on the day of the deadline for you to submit this module's assessment on Storage. This reservation slot should also be reflected on your timetable.

PENALTIES

Note the assessment penalties as described in the handbook and on the intranet. The handbook can be downloaded from TFTV Website / For Current Students / Taught Undergraduate / Sign in / Handbooks / IM Handbook 2017-20.

In particular:

- **All files requested in this assessment brief MUST be submitted with the correct files AND in the correct file format.** Standard late penalties may apply until the assessment is received in its correct file and correct file format.

ASSESSMENT AND FEEDBACK CRITERIA

Total:

Interactive Media Prototype (50%)	Mark	Feedback
Experience Design **Design Concept (30%)** How appropriately the design concept addresses an identified museum need	/100	
Production Quality **Build Quality of Prototype (20%)** How appropriately and consistently the design aesthetic is applied How well the prototype is realised in terms of production values (e.g. imagery, icons, sound) and technical quality	/100	
Design Report (50%)		
Overview (5%) How concisely and accurately the report summarises the work undertaken	/100	
Description and Justification **Description of Design Approach and Design Statement (15%)** How appropriately the user research was conducted, including the ethical approach adopted How well the user research was used to identify a need or opportunity **Design Context and Development Process (20%)** How well the report evidences relevant design context and inspiration examples How well the report describes and justifies the evolution of the design concept visually and through text, including any user testing	/100 /100	

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Critical Reflection (10%) How well the report reflects on the user research, and design and development process followed, including any recommendations of changes or reworking	/100	

Note: This assessment will be marked using "stepped" or "fixed point" marking. For an explanation of this, please see p. 71 of your General Undergraduate Handbook 2018-19. This handbook can be downloaded from TFTV Website / For Current Students / Taught Undergraduate / Sign in / Course Handbooks / UG General Handbook 2018-19.