

Design Contexts (UFCFBL-30-1)

Coursework: Report and Analysis

A report analyzing the interaction design elements of a fictional interface and the design context of a digital artefact.

Submission: Blackboard. Thursday May. 5th 2022 | 14:00

Module: Design Contexts (UFCFBL-30-1)

Semester 2: 31 January 2022 – 13th May 2022

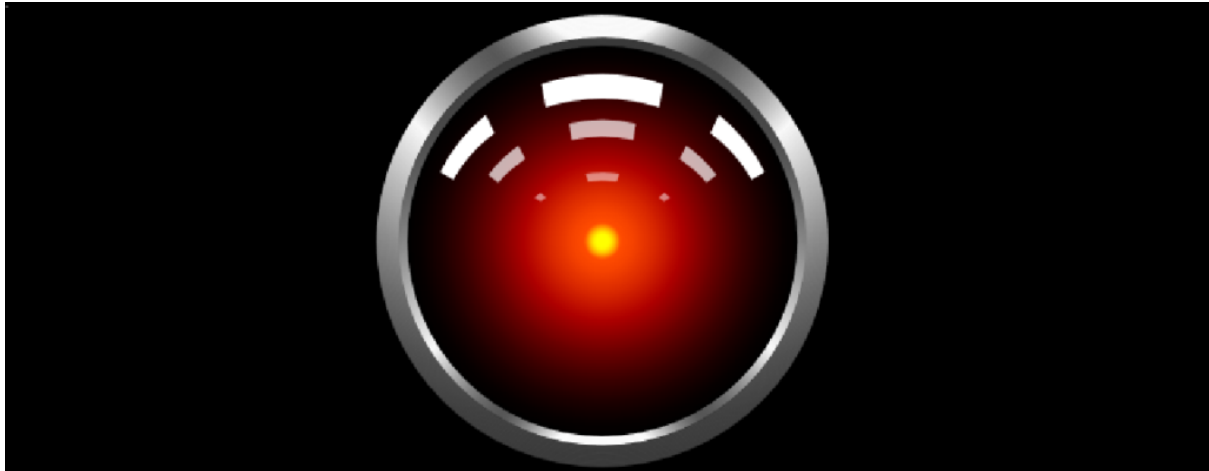
Weighting: Coursework: 40% of module total

Contact Time: 3 hrs per week

Coursework preparation: 3.6 hrs per week

Reading and learning course material: 3 hrs per week

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Hal 9000, 2001: A Space Odyssey, Kubrick, 1968

Assignment Overview

Your task is to identify

- a **fictional interface** (from a film, book, videogame, comic etc)
- an **existing, non-fictional digital artefact or service**. (such as a digital service you use, Spotify, WhatsApp etc)

You will:

- For the first part of the assignment you (with two peers) will research and imaginatively analyse who the **fictional** interface has been designed for and **what interaction it affords**. Discuss what considerations have been made for the imagined user.
- Research and explore the design context that underpins the **existing, non-fictional** digital artefact or service, drawing on themes and texts explored in the module
- You (with two peers) will present this research to the class during an allocated 10-minute timeslot. During this timeslot, your group will be required to answer questions on this research from your lecturer and peers.
- For the second part of the assignment you will write up your research into a 1200 word referenced report divided into two clear sections.
- Section 1: An analysis of the interaction design of the **fictional** interface.
- Section 2: An analysis of the design context of the **existing** digital artefact or service.

- Write an online journal with weekly entries that reflect on each session.

*examples of fictional interfaces: A replicant in Bladerunner, HAL 9000 (2001 A Space Odyssey)

**examples of existing non-fictional artefact or service: Spotify, SoundCloud, WhatsApp, WordPress

Deliverables

- **Individual Report (40% of module mark):**
A written Report and Analysis (1200 words) in PDF format.
- **Four Individual Journal Entries:**
Four 200-word (approx.) entries from your Wordpress online journal/blog submit links in PDF format.
- **Research test**
Online multiple choice research test set by the library

Important dates

Thursday May 5th 2022 at 14:00

- This assignment is individual work
Case study report (including at least four entries from your online journal) to be submitted to Blackboard
- Submit online multiple choice test

Detailed Assignment Processes

This work will be partly supported by class sessions and activities, but you are also expected to do significant work towards the task in your own time.

1. Maintain an individual online journal to record your weekly research journey. Include images, references, reflection and analysis (not just description)
2. Your journal should reflect on what you have learnt in each session (such as; how what you have learnt relates to other modules and assignments, or your own

experience with interfaces and digital artefacts). Your journal should **not** simply describe what you have learnt.

3. For the research and presentation element of this project you will work in groups of 2 or 3 who will be assigned your lecturer.
4. With your group you will research and find a **fictional interface** (from a film, book, videogame, comic etc) and a different **existing digital artefact** / service (see examples above).
5. You should select a **fictional interface** that affords interesting interaction and interactivity
6. You should select an **existing digital artefact** that has an interesting design context.
7. You will research Interaction Design methods and Design Contexts.
8. **Identify and analyse the Interaction Design of your chosen fictional interface**. This should include using and referencing academic texts and readings.
9. **Research the design context of the existing digital artefact**. This should include using and referencing academic texts and readings.
10. As a group you will present your findings and analysis to the class as a 10/12-minute presentation. This presentation needs to be carefully planned and structured (i.e. Introduction, main body, conclusion etc.). It can be delivered in whatever way you feel is most effective in ensuring a lively, flexible and interesting experience. For example, it can be a PowerPoint presentation or video presentation etc. In your presentation, you will discuss why you chose your specific objects, and what you found out and the result of your analysis.
11. After your presentation, your group will answer questions about your research (and how it was presented) from your lecturer and class peers.
12. You will produce an **individual** 1200-word report divided into two sections that synthesises your research and analysis. Submit this with links to four 200-word blog posts.

Marking Guidance

Submissions will receive an overall mark out of 100 based on the following criteria:

Criterion	< 40 Fail	40-50 Poor	50-60 Average - Good	60-70 Very Good	70+ Excellent
Report					
Quality, structure writing and evidence of research and referencing. (30%)	Very little evidence of any research, no bibliography and mostly a descriptive account	Very limited research undertaken and little evidenced. Poor structure. Poorly written, only one or two references	Some research undertaken and evidenced. Reasonable structure. Fairly written, with a two or more references	Good research undertaken. Good evidence in writing and bibliography. Good structure. Well written, Good bibliography of multiple, relevant sources	Excellent research undertaken. Excellent evidence in writing and bibliography. Excellent structure. Eloquent and extremely well written. Very good bibliography
Quality of investigation and discussion of Interaction Design and Design Context of chosen artefacts / interfaces. (30%)	Almost no investigation into the design context. Only a description of each object. Interaction barely mentioned No analysis.	A very superficial investigation into the design context. Bare description of the interaction design of each object. Little or no analysis.	A fair investigation into the design context. A fair discussion of the interaction design of each object. Backed up with some analysis.	A good investigation into the design context. A good discussion of the interaction design of each object. Supported with some good analysis and other examples.	An excellent investigation into the design context. Excellent discussion of the interaction design of each object. Supported by some excellent analysis and other examples.
Journal Entries					
Quality of the four online Journal entries (30%)	Two entries or less. Basic description and no images.	Missing entries. Showing little insight or reflection into the student's research journey	Four entries present. Average amount of insight and reflection into the student's research journey	Four entries present. Reasonably well detailed showing good insight and reflection into the student's research journey	Weekly entries. Highly detailed showing great insight and reflection into the student's research journey.
Research Test					
Multiple choice test (10%)	Multiple choice score	Multiple choice score	Multiple choice score	Multiple choice score	Multiple choice score

Submission Details

The coursework and presentation assignment make up 100% of the final module mark. The coursework is a blackboard submission.

Study Support:

The following links provide detailed information on study skill provision and UWE academic policy. In submitting your final submission for examination you agree that you have read the following guides linked to below:

- UWE Study skills: <http://goo.gl/NalwD5>
- UWE Word count policy: <http://goo.gl/Qe8kbq>
- UWE Referencing policy (UWE Harvard): <http://goo.gl/lu3S3L>
- UWE Plagiarism policy: <http://goo.gl/vAHWOp>
- UWE Academic appeal process: <http://goo.gl/Tf1nv3>

Plagiarism Advice:

The usual university strictures about plagiarism apply to this assignment. It is good practice in academic writing to reference correctly the work of others that you may draw upon for your own. Please help us to clearly distinguish your original efforts by so doing.

If you use code from other sites, the sources must be referenced in your online journal or report. If you use any other site(s) as a source of ideas for your site, you must reference the source. If you copy code and/or ideas from another student's work, or even if you are helped by another student, you must reference/acknowledge the source.

- UWE Plagiarism policy: <http://goo.gl/vAHWOp>