Society and Technology

Diagnosing the Digital Present

Prototype Design:
Blackboard submission. April. 25th 2024 | 14:00

This assignment is 28% of the total module mark

Module: Interaction Design (UFCFQ5-30-3)
Spring Term: 29th January 2024– 6th May 2024
Task: Prototype Design
Weighting: 28% Submission of Module Total
Contact Time: 3 hrs per week
Coursework preparation: 3 hrs per week |
Reading and learning course material: 4.8 hrs per week
Module Leader email: rod.dickinson@uwe.ac.uk

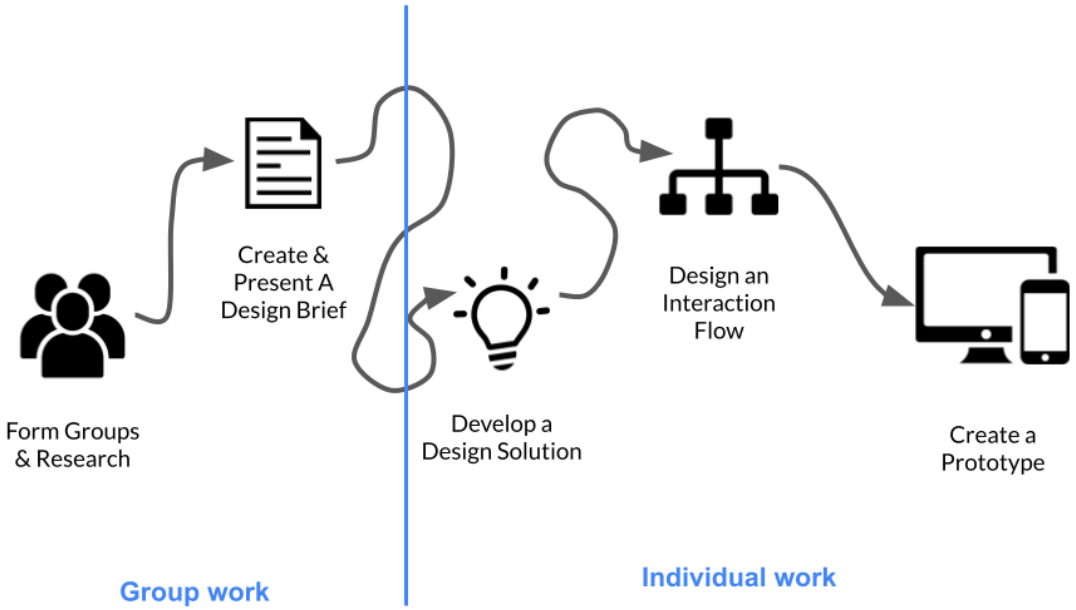
Assignment Overview
Society and Technology: Diagnosing the Digital Present

What important issues impact the current relationship between Society and Technology? Which of these issues matter to you?
In **groups of three or four** identify and research a few chosen areas and identify a design challenge. **As a group** create and present a design brief.

Individually create a **hi-fidelity** prototype that explores your design challenge and the interaction it affords.
You should aim for your final prototype / project and documentation to be a platform and showcase for your creative skills.

Your hi-fidelity prototype will simulate the design and interaction of your project and have a polished UI.

You will decide on the most appropriate forms your prototype should take. (Figma / UX prototype, physical model, Unity 3d etc).

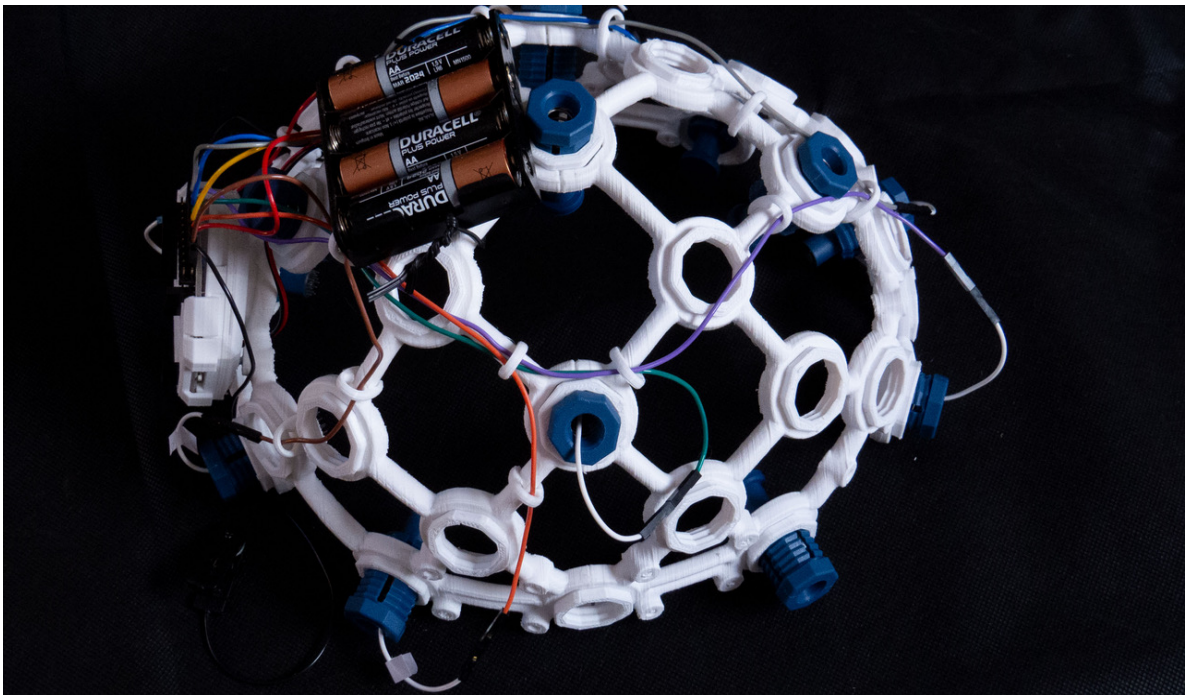


Example approaches:
Creating a prototype that supports an organisation such as a charity, community interest group or company that is working in or associated with your defined area of interest.

Creating a prototype that supports a campaign or movement that is associated with your defined area of interest.

Creating a prototype that addresses a specific user group or audience that is associated with your defined area of interest.

Your hi-fidelity prototype will simulate the design and interaction of your project and have a polished UI.



Brain Computer Interface 3D printed headset

Deliverables – **April 25th 2024** 2pm Blackboard submission

The following is a list of the deliverables that must be submitted in order to fulfil the requirements of the brief. Each student will submit and be assessed on:

- **Design Brief (Group) 10% -** A design brief (200 words) and presentation slides.

  (Note: As a group, you will present your brief to the class as a **4min** presentation on February 26th).

  Submit PDF to Blackboard

- **A Design Solution / Hi-Fidelity Prototype (Individual) 70%** – Produced in the form you think is most appropriate to demo your design solution **and the interactivity that it explores**. (Figma / UX prototype, physical model, 3d model etc).

  Submit your Prototype either: as links in your prototype report, or as digital artefact to Blackboard, or as a physical artefacts in class

- **A Research & Prototype Report (Individual) 20%** – A research and prototype report (800 words) which includes links to / images of your prototype. Discuss your

research and how this prototype meets the design brief you have created and the iterative design process you have engaged in. Your report must include a bibliography with live links to each entry.

Submit Prototype report PDF to Blackboard. Submit any physical artefacts in class and / or links to Prototypes in your report

Important dates

- **February 26th Presentation of your Design Brief**
- **April 25th Prototype Blackboard submission**.

Coursework Assessment Criteria / Marking Guidance

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

Criterion	< 40 %	40-50 %	50-60 %	60-70 %	70+ %
Design Brief 10%					
Clarity of brief / design problem	Very poorly phrased brief, very poorly framed design problem . Only very basic grasp of design problem. Very poor slides	Poorly phrased brief, poorly framed design problem . Only basic grasp of design problem.	Moderately phrased and framed brief that would benefit from much more thought and development	Well phrased and framed brief, but needs some more development	Eloquently phrased and framed brief. Incisive and perceptive
A Design Solution / Hi-Fidelity Prototype 70% **(each criterion has equal weighting)**					
Creative, critical and innovative approach	Poor quality, really lacking in ideas and unlikely to lead to engagement.	Poor quality, lacking in ideas and unlikely to lead to engagement.	Quite derivative or lacking in imagination – not very engaging.	Engaging and showing creativity or innovation to a good level.	Highly creative / innovative – likely to lead to strong engagement.
Convincing prototype and development of the design	Very poorly visualised prototype. Completely under developed and unconvincing.	Poorly visualised prototype. Under developed and unconvincing. Non functioning.	Quite well visualised prototype. Convincing but requires more development. Only a very small functional aspect.	Well visualized prototype, convincing design & functionality but requires refinement & more functionality.	Excellent and completely convincing prototype. Excellent development. Highly functional
A Research and Prototype Report 20% **(each criterion has equal weighting)**					
Research methods, references, examples and literature review	Very poor or lacking research methods. One or no examples and no literature review. No bibliography or illustrations	Poor or lacking research methods. One or no examples and minimal literature review. Minimal bibliography	Fair research methods that could be much improved. Some examples and some engagement with relevant literature. Fair bibliography.	Good, clear research methods. Good examples and literature review, citing multiple sources. Good bibliography	Excellent, incisive research methods. Many examples and perceptive literature review citing many academic sources. Excellent bibliography
Clear documentation of the	Poor documentation of the prototype development.	Only basic documentation of prototype development. Few references	Moderate documentation of the prototype development,	Good, insightful documentation of the prototype	Excellent, insightful documentation of the prototype

prototype development	No references, few images	and illustrations.	reasonable range of references and examples	development, good range of references and examples	development, large range of references and relevant examples
Clarity of findings and engagement	Very poor findings, unclear and vague design solution. Lack of engagement	Poor findings, unclear and vague. Lack of engagement.	Fair findings and reasonable clarity. Evidence of moderate engagement.	Clear findings and good clarity. Evidence of good engagement.	Clear and precise research and findings. Excellent engagement.

Feedback

Verbal feedback will be available in the workshop sessions and you are encouraged to seek this from your tutors throughout your process. You should also seek (and reflect on in your design journal) feedback from target communities and peers during the process.

Submission Details

Where appropriate ensure that you test your prototype on multiple machines, relevant screen sizes and browsers. Any external links or online media must work such that the material is available to mark online. Work that is unavailable online cannot be marked.

Submission format guides:

All deliverables must be submitted to Blackboard. Where appropriate prototypes might also be published online.

Prototype Report, Design Brief and Research Statement: An **PDF** with illustrations where appropriate.

Prototype: You will decide the most appropriate format your prototype should take.

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:

- Digital Media BSc Learning Policy:

- UWE Study skills: http://goo.gl/NalwD5
- UWE Word count policy: http://goo.gl/Qe8kbg
- UWE Referencing policy (UWE Harvard): http://goo.gl/Iu3S3L
- 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 Bibliography. 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