Society and Technology

Diagnosing the Digital Present

Video Demo / Presentation:
May. 2nd 2024

This assignment is 30% of the total module mark

Module: Interaction Design (UFCFQ5-30-3)

Spring Term: 29th January 2024 – 6th May 2024

Task: Demo Presentation

Weighting: 30% 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

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Assignment Overview
Society and Technology: Diagnosing the Digital Present

Based on your *Society and Technology* prototype you will (individually) create a bespoke printed graphic / poster **OR** a small technical prototype

You will present your prototype/s in a short 2min video demo.

Your graphic / display will create a visual identity for your prototype.
OR
Your technical prototype will develop some aspect of the prototype functionally.

You must speak and appear at points in your 2min video demo and it must also show and demonstrate your prototype/s. The presentation video will be **produced professionally and convincingly** explain the driving ideas and research that underpin your prototype as well as a demo of your prototype/s in action.

Deliverables – May 2nd 2024 Presentation

A group demo / presentation / viva which includes the following

- **A Video Prototype Demo (Individual)** – A demo of your hi-fidelity prototype and technical / functional prototype.
  Submit as a 1080 x 1920 .mp4 video to Blackboard.

- **A Technical Prototype (Individual)** – Coded and produced in the form you think is most appropriate to demo your design solution and the interactivity that it explores.
  Submit as a Github repo and include a demo of your code in the video.
  ## OR

- **Graphic (Individual)** – A **printed** graphic display / poster/s that accompanies your prototype and creates a graphic identity for it. Consider the relationship between your prototype, documentation and the graphic display.
  Submit as a Github repo and include a demo of your code in the video.

Important dates

- May 2nd 2024 Blackboard submission for demo video, graphic display / technical prototype.

Presentation Assessment Criteria / Marking Guidance

The presentation will be marked by your tutors and will be assigned an overall group mark. Tutors reserve the right to reduce the mark for any single individual by up to 20%, based on clear evidence of non-participation. **Any team member not present on the date and time allocated for the start of the presentation's session will be marked as "not submitted".**

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

Criterion	< 40	40-50	50-60	60-70	70+
Video Presentation (including prototype demo) (65%) **(each criterion has equal weighting)**					
Fluid, clear & well produced vieo presentation	Very poor presentation. Complete lack of preparatdion. Poorly produced & no editing.	Poor presentation. Preparation lacking and minimal production and video editing.	Fair presentation, some lack of clarity about some aspects of the project and process. Edit and production are fairly successful.	Generally good presentation with clear and confident delivery. Well edited and produced. Explanatory and engaging.	Excellent, professional presentation, very convincing. Edited and produced with flair and imagination.
Convincing & creative prototype demo	Very poor demo, unconvincing. Most aspects of the demo and prototype not thought through.	Poor demo, unconvincing. Many aspects not thought through. Flat or un-engagingly presented.	Fair demo, mostly convincing. Reasonably well presented & demonstrated.	Good demo, convincing and well-staged. Well presented & creatively demonstrated.	Completely convincing demo, professionally staged. Very creatively presented & demonstrated.
Technical Prototype (35%)					
Convincing technical prototype	Completely under developed and unconvincing. Non functioning.	Basic prototype Under developed, with development focused on a non core functionality.	Fair prototype. Convincing but requires much more development. Only a very small functional aspect.	Good prototype, convincing functionality but requires refinement.	Completely convincing prototype. Excellent development. Highly functional
OR					

Graphic Display (35%)

Convincing graphic display & relationship with prototype	Very poor graphic design, completely lacking in imagination. Little relationship to prototype.	Poor graphic design, lacking in imagination. Little relationship to prototype	Moderately well-designed graphics, moderately well produced but needing much improvement. Fair relationship with prototype	Well designed graphics, imaginative and well produced and appropriate but needing some refinement. Clear relationship with prototype	Highly imaginative creative / appropriate graphics, excellently designed, professionally produced. Inventive relationship with prototype

Submission Details

Ensure that you test your prototype on the presentation machine. Any external links or online media must work.

Your graphic display and documentation display will be presented

Submission format guides:

Report: You must submit a **PDF** of your report (including research journal, design brief and prototype report). You report will be designed and presented in an appropriate layout.

Graphic display: You will print and display your graphic panels / poster/s alongside your prototype and documentation.

Documentation display: You will display your screen based documentation of your prototype.

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