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| **Course: COMP1649  Interaction Design** | **Contribution: 100% of course** |
| **86: Interaction Design - Term 1 - MAC** | **PDF file required - ZIP file also required** |
| **Greenwich Course Leader: Eur Ing Dr Mary Kiernan** | **Due date: 7th November 2016** |
| **This coursework will be marked anonymously YOU MUST NOT PUT ANY INDICATION OF YOUR IDENTITY IN YOUR SUBMISSION** | |
| This coursework should take an average student who is up-to-date with tutorial work approximately 50 hours | |
| **Learning Outcomes:** A. demonstrate a critically level of comprehension of the nature of cognitive psychology and how it influences the ways in which users interact with computer systems; B. use established design principles and methodologies to solve interaction design problems; C. develop multimedia applications which incorporate the critical selection and use of advanced interaction design techniques; D. demonstrate the synthesis of theory and application; E. demonstrate a critical evaluation of current issues in Interaction Design. | |

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| **Plagiarism** is presenting somebody else’s work as your own. It includes: copying information directly from the Web or books without referencing the material; submitting joint coursework as an individual effort; copying another student’s coursework; stealing or buying coursework from someone else and submitting it as your own work.  Suspected plagiarism will be investigated and if found to have occurred will be dealt with according to the procedures set down by the University.   **All material copied or amended from any source (e.g. internet, books) must be referenced correctly according to the reference style you are using.  Your work will be submitted for electronic plagiarism checking.  Any attempt to bypass our plagiarism detection systems will be treated as a severe Assessment Offence.** |

**Coursework Submission Requirements**

* An electronic copy of your work for this coursework should be fully uploaded by midnight (local time) on the Deadline Date.
* The last version you upload will be the one that is marked.
* For this coursework you must submit a single Acrobat PDF document. In general, any text in the document must not be an image (i.e. must not be scanned) and would normally be generated from other documents (e.g. MS Office using "Save As .. PDF").
* **For this coursework you must also upload a single ZIP file containing supporting evidence.**
* There are limits on the file size. The current limits are displayed on the coursework submission page on the Intranet
* Make sure that any files you upload are virus-free and not protected by a password or corrupted otherwise they will be treated as null submissions.
* Comments on your work will be available from the Coursework page on the Intranet. The grade will be made available in the portal.
* You must NOT submit a paper copy of this coursework.
* All coursework must be submitted as above

The University website has details of the current Coursework Regulations, including details of penalties for late submission, procedures for Extenuating Circumstances, and penalties for Assessment Offences.  See <http://www2.gre.ac.uk/current-students/regs>for details.

* **Detailed Specification**
* ***Scenario***

Budio (2014) Scaling User Interfaces: An Information-Processing Approach to Multi-Device Design states that “*Designing for all screen sizes must consider the capacity of the human–device communication channel, which depends on users’ memory, device portability, and screen size.”*

Your task is to design a high fidelity multimedia prototype that takes into consideration the current key issues for interaction designers including cognitive psychology, design principles, methodologies and evaluation techniques. The accompanying report should explain in detail the development process and critical evaluation of the final high fidelity prototype produced.

The high fidelity prototype will be a personalised game for potential students to your Institution to help them to explore areas of interest whilst developing their local knowledge and making them feel that your Institution’s location is ideal for their student lifestyle. The game is to run on tablets or mobiles and across platforms.

You need to:

* 1. Critically discuss the key issues in cognitive psychology and how these will feed into the development of your prototype.
  2. Investigate current issues in tablet and mobile design and explain how the main results from your research feed into your final design.
  3. Fully justify the design principals and methods used.
  4. Create and evaluate a high level prototype, using software of your choice which allows your client to view sufficient scenarios to enable them to decide whether to fund the project further.
* **Deliverables**
* Report (3000-4000 words) uploaded as a pdf file.
* High fidelity prototype uploaded in a zip file.
* **Grading Criteria**To gain a distinctive grade (70+)
  + The report will
    1. have a clear structure and coherent argument throughout, address all the required areas, clearly identifying the key issues and displaying critical analysis;
    2. offer full support for all points made.
  + The report to be well written throughout, and fully adequate to express ideas.
  + The high fidelity prototype will be well constructed and linked exactly to the points made in the report.

To gain a grade between 60-69

* + The report will
    1. have a clear structure and coherent argument throughout, address all the required areas, clearly identifying the key issue and displaying critical analysis;
    2. offer support for most of the points made.
  + The report to be largely well written throughout, and adequate to express ideas.
  + The high fidelity prototype will be well constructed and linked exactly to the points made in the report.

To gain a grade between 50-59

* + The report will
    1. show some attempt at a clear structure and critical analysis although the line of argument may not always be clear and coherent. All of the required areas are attempted.
    2. offer some support for the points made.
  + The report may not be well written, but will be adequate to express ideas.
  + The high fidelity prototype will link to the majority of the points made in the report.

To gain a grade between 40-49

* + The report will
    1. be badly organised and the line of argument will be unclear and incoherent. There will be a significant amount of irrelevant material; most of the required areas will be attempted.
    2. offer inadequate support for the points made.
  + The report not be well written, language may be adequate to express some ideas.
  + The high fidelity prototype will link to some of the points made in the report.

To fail

* + The report will
    1. show little or no shape or direction, be badly organised and the line of argument unclear and incoherent. Very few key issues will be identified and there will be a significant amount of irrelevant material. Only a couple of the required areas will be attempted.
    2. offer little or no support for the points made.
* The report will not be well written, language will be inadequate to express ideas.
* The high fidelity prototype will either not be attempted or bear little resemblance to the points made in the report.
* **Assessment Criteria**   
  The relative weightings for the criteria are as follows:

Report

Logical structure 5%

Critical discussion of the key issues in cognitive psychology   
 in relation to the coursework scenario and evidence of how  
 this influences the way users will interact with the system. 20%

Investigation into the current issues in mobile design and   
 explanation of how the main results will feed into your   
 final design. 20%

Effective identification and use of established design   
standards and guidelines plus relevant interaction design  
methods including evaluation. 20%

A conclusion drawing together the key facts that would   
provide evidence of ‘proof of concept’ to relevant parties. 10%

High-fidelity prototype   
 Links to the points used in the report 10%

Evidence of effective Interaction Design principles 15%