Unit Title	Interact – Users, Creativity and Play
FHEQ Level	Level 4 / Term 2
Unit Code	GRA18105
Credit Value	15
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	45	Independent Study	20
Supervised access to resources		Preparation for Assessment	50
		Unsupervised Access to Resources	35
Total			150

Unit Description

Graphic Designers work across many communication platforms. In this unit students are asked to identify and consider the framework of a range of distribution networks, reaching out to a variety of users in creative and original forms. The unit aims for students to consolidate visual production processes – analogue and digital - that can inform creative mark and image making in digital contexts to promote specific messages and engage user's experiences.

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

/ Principles of interaction design and user experience design
/ Explore typography, image making in digital environments
/ Introduce principles of movement, sequence and narrative in graphic design
/ Digital experimentation using software, hardware and creative coding tools

Unit Aims

Examine the opportunities and possibilities of interactivity and user interaction in digital contexts

Demonstrate an ability to use digital tools and technologies
Create and apply visual and typographic languages relating to specific content and specific audiences

Unit Learning Outcomes
(to be selected from the Mini Manual)

LO 2 Concept/Ideation Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

LO 6 Critical and creative mindsets Demonstrate enquiry into what makes good practice - both creatively and academically

LO 7 Employability Evidence nurturing professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Learning and Teaching Methods

This unit will be delivered and could use a combination of: Briefings, Lectures, Project work, Workshops, Group work, VLE activities, Individual Presentations and critiques, Self-directed independent study and Other including. Peer learning activities, group discussion, guest speakers

Assessment methods and tasks
More detailed assessment tasks will be specified in the brief

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
100% Practical work – Process Book (including visual and written documentation of the research and design process) and presentation of final outcome(s).	This unit is assessed holistically (100% of the unit).

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

IAC 1: Shows ability to generate creative concept and ideation drawing upon reference to research related to interactive design practice (LO2).

IAC 2: Shows evidence of enquiry into interactive design practice - both creatively and academically (LO6)

IAC 3: Shows evidence of nurturing technical and digital skills, including the ability to manage time and work towards a creative brief, respond to specific design challenges,

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and communicate effectively (LO7).

Essential Reading list

1. Bierut M. (2015) How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world, Thames and Hudson
2. Cooper A. (2014) About Face: The Essentials of Interaction Design, John Wiley & Sons
3. Eskilson S. (2012) Graphic Design: A History, Laurence King
4. Ingledew J. (2016) How to Have Great Ideas: A guide to creative thinking, Laurence King
5. Lupton E. (2014) Type on Screen: A Critical Guide for Designers, Writers, Developers, & Students, Princeton Architectural Press
6. Miller A. (2014) Abbott Miller: Design and Content, Princeton Architectural Press