

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA INTERFACE AND INTERACTIVE DESIGN

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2021/22] – subject to validation

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	Master of Arts		
Course Title	Interface and Interactive Design		
Course Location and Length	Campus: Farnham	Length: 1 Year	
Mode of Study	Full-time	x	Part-time
Period of Validation	<i>TBC – subject to validation</i>		
Name of Professional, Statutory or Regulatory Body	Not applicable		
Type of Accreditation	Not applicable		
Accreditation due for renewal	Not applicable		
<p>Entry criteria and requirements²</p> <p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>Minimum English language requirements: For students whose first language is not English, a certificate is required as evidence of the necessary level of English. For postgraduate study an average IELTS score of 6.5 (TOEFL 550 (CBT 213) or equivalent is required. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.</p> <p>You may be offered a place on a course on the condition that you improve your English language and study skills. We offer pre-sessional English language courses which can improve your IELTS score by a maximum of 1.0 and 0.5, or equivalent.</p>			
Overall methods of assessment ³ - <i>Estimated – subject to validation</i>	Written exams:	Practical exams:	Coursework:
Year 1	0%	0%	100%

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

Overall Learning & Teaching hours ⁴ <i>Estimated – subject to validation</i>	Scheduled:	Independent:	Placement:
Year 1	30%	70%	0%
	540	1260	0
General level of staff delivering the course ⁵	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.		
Language of Study	English		
Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics			
Framework for Higher Education Qualifications (FHEQ)			

The course structure

The structure of all of the University's awards complies with the University's [Common Credit Framework](#). The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

The proposed list of units below are subject to validation.

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Unit 1 Interface Design Students will explore the key cornerstones of Interface design exploring, typography, system design, branding, grid structures and associated software Course Work Portfolio: Practical Outcome	7	40	Core	

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Programme Director, Senior Lecturer

Body of Research inc written & theory				
Unit 2 User Experience Design In this unit students will explore narrative, storytelling and audiences. It is an opportunity for students to develop, explore and analyse technology and psychology and its interrelationship with human interaction. Course Work Portfolio: Practical Outcome Body of Research inc written & theory	7	40	Core	
Unit 3 Market Insights During this unit students will take part in an extensive market research project to gain insights and understanding into a chosen area of study that will form the basis for their final major project, career and phd aspirations. Students will have the opportunity to pitch these ideas and research insights to industry experts or potential investors. Course Work Report / Viva	7	40	Core	
Unit 4 Final Major Project 60 Credits Students will undertake an in-depth study and respond to a chosen subject field based upon their insights in unit 3. The aim of the unit is to enable students to 'go to market' with their products upon graduation. Course Work Portfolio: Practical Outcome Body of Research inc written & theory	7	60	Core	