

## Unit Staff

Eva Verhoeven (Course Leader)  
Tobias Revell (Visiting Tutor)  
+  
David King (Specialist Technician)  
Tom Lynch (Specialist Technician)

## UAL London College of Communication MA Interaction Design Communication 2015/16

Unit Contact: e.verhoeven@lcc.arts.ac.uk

Location: Terms 2&3 | Unit One  
Credit rating: 20  
Level: 7  
Total Learning Hrs: 200

# Unit: Interaction Futures & Speculative Design

## Required Reading

Dunne, A. & Raby, F. (2014). *Speculative Everything: Design, Fiction, and Social Dreaming*. MIT Press.

Eisenstein, S. (1986). *The Film Sense*. Faber & Faber.

Hill, D. (2012). *Dark matter and Trojan horses. A strategic design vocabulary*. Strelka Press.

Kaptelinin, V., & Nardi, B. A. (2009). *Acting with Technology: Activity Theory and Interaction Design* (p. 352). The MIT Press.

## Recommended Reading

Bachelard, G. (1992). *The Poetics of Space*. Beacon Press.

Dunne, A., & Raby, F. (2001). *Design Noir: The Secret Life of Electronic Objects*. August/Birkhauser.

Hann, M. (2012). *Structure and Form in Design: Critical Ideas for Creative Practice*. Berg Publishers.

Latour, B. (1996). *Aramis, or the Love of Technology*. Harvard University Press.

Lupton, E., & Miller, J. A. (1999). *Design writing research: writing on graphic design*. Phaidon.

Maeda, J. (2006). *The Laws of Simplicity (Simplicity: Design, Technology, Business, Life)*. MIT Press.

Manovich, L. (2013). *Software Takes Command (International Texts in Critical Media Aesthetics)*. Bloomsbury Academic.

Murray, S., & Keefe, J. (2007). *Physical Theatres: A Critical Introduction*. Routledge.

Penz, F. (1997). *Cinema and Architecture: Melies, Mallet-Stevens, Multimedia* (p. 223). BFI Publishing.

Potter, N. (2002). *What Is a Designer: Things, Places, Messages*. Hyphen Press.

Poynor, R. (2008) *Jan Van Toorn, Critical Practice*. Rotterdam : Uitgeverij: 010 Publishers

Reas, C. C. (2010). *Form+Code in Design, Art, and Architecture (Design Briefs)*. Princeton Architectural Press.

Maeda, J. (2013). *The Art of Critical Making*. John Wiley & Sons.

## Aims/context

This unit introduces you to speculative and critical design methods, process and practice. You will develop project work that extends the possibility space for Interaction Design Communication by producing fictional and imagined design scenarios whilst exploring themes in negotiation with your tutors. Central to this unit is using design as a critical tool to interrogate a broad set of cultural issues across multiple domains. Collaboration with peers or external stakeholders is encouraged and the project themes developed in this unit may be developed further in the Major Project.

This unit aims to develop your ability to design for a future and enable you to develop innovative processes and perspectives from design practice. You will use techniques of design fiction to form compelling narratives around systems artefacts and environments to articulate the extreme effects of particular technological trajectories and open up space for debate and comment.

The highly experimental practice this unit encourages develops skills that enable designers to identify innovative areas for research and development and innovation.

During this unit and in negotiation with your tutors, you will prepare a formal final major project and thesis proposal.

## Indicative content

**Speculative Design and Critical Design:** You will be introduced to speculative and critical design methods, process and practice.

**Design Fiction:** You will use narrative fictional techniques to propose future design scenarios and speculate critically on current technological trajectories.

**Diegesis & Narrative:** You will be introduced to theories of narrative and the diegetic structures at play in interactive situations.

**Strategic Design:** You will consider how design can act strategically at societal level.

**FMP Proposal:** building on your expanded understanding of interaction, design and communication practice you will prepare a research and practice proposal for your thesis and final major project.

This unit will be delivered as **seminars workshops and student presentations** related to the set project work.

## Learning Outcomes

On completion of this unit, you should be able to:

- Produce speculative and critical design proposals to explore issues pertinent to interaction design futures. (**Research, Analysis, Subject Knowledge, Experimentation, Communication and Presentation, Personal and Professional Development, Collaborative and / or Independent Professional Working**)
- Understand design fiction and deploy fictional techniques to support innovative interaction design proposals. (**Subject Knowledge, Experimentation, Communication and Presentation**)
- Demonstrate a critical awareness of the technological context of interaction design and possible future contexts. (**Research, Analysis, Subject Knowledge**)

## Assessment Requirement

This unit is assessed holistically (100% of the unit).

Portfolio of work documenting the outcomes for the set project work and the workshop programmes. This includes a research weblog documenting your research and development process. A 1500 word report describing your engagement with speculative and critical ideas in your project work. A 1000 word final major project proposal and thesis proposal.

## Submission Method

PDF document via Moodle by 4pm on submission date or where relevant manual to Studio M304 at 2-3pm only, on submission date.

## Summative Submission Date

Please submit as directed above on **Tuesday, 21st of June 2016**

## Assessment feedback date

Grades to be returned to students via the Online Assessment Tool O.A.T. by Tuesday, 12th of July 2016.

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**Moodle** - Accepts a range of file types including but not limited to word-processed documents, spreadsheets, images, audio / video clips etc. You can upload a maximum of 3 attachments totalling 20MB.

**Turnitin** - Accepts .DOC or .PDF files to a maximum of 20MB. If you are submitting work via Turnitin: this assessment will be submitted via an online submission platform called Turnitin UK. As part of the submission process, the University will utilise Turnitin UK to check the authenticity and originality of your work.

**Please note:** It is your responsibility to submit your work on time and by the required method, otherwise there may be an impact on your achievement and progression.

Further information about your responsibility to submit your work is available on the website:

<http://www.arts.ac.uk/assessment/assets/docStudentGuideAssessmentSubmissions1415.pdf>

**Turnitin or Moodle:** If you are submitting work online via Turnitin and/or Moodle: The CLTAD e-learning blog includes step-by-step guides to uploading assignments to both Moodle and Turnitin:

<http://elearningsupport.myblog.arts.ac.uk/student-help/student-help/assessment-how-to/>

If you have any queries about submitting your work or are experiencing any difficulties in submitting work, please contact your Programme team well in advance of the submission deadline, via email on: [interactive.visual.communication.staff@lcc.arts.ac.uk](mailto:interactive.visual.communication.staff@lcc.arts.ac.uk)

Please note: all feedback is indicative until formally received and confirmed at an Exam Board. You will be informed of your results and when these will be published via email and/or Moodle announcements.

**Marking Criteria:**

If you are a postgraduate student, you can access the PG marking criteria via your course Moodle page and also at the link below:

<http://www.arts.ac.uk/assessment/assets/doc/PG-Marking-Criteria-Matrix-with-Letter-Grades.pdf>

Other key information:

**The UAL Assessment Webpages**

<http://www.arts.ac.uk/assessment/courseregulations/index.html>

include useful information on:

- The course requirements
  - What happens if you fail a piece of work or miss a deadline
  - What to do if you are ill or have other extenuating Circumstances
  - What to do if you want to take time out from your studies
  - The adjustments that can be made to assessments if you have a disability
  - How to avoid plagiarism in your work
  - What to do if you want to appeal an exam board decision.
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