

Course 2: Interactive Media Design - Course map

Learning Outcome	Skills and Knowledge	Evidence
LO1: Apply contemporary technologies to produce interactive solutions.	<ul style="list-style-type: none">- Fundamentals of HTML, CSS, and JavaScript.- Using frameworks like Tailwind, Bootstrap, and React.- Responsive design principles and accessibility guidelines.	Create an interactive solution incorporating responsive design, accessible components, and fundamental web technologies.
LO2: Use prototyping tools to design and present interactive solutions.	<ul style="list-style-type: none">- Wireframing with tools like Figma, Adobe XD, or Sketch.- Prototyping interactions, transitions, and user interface elements.- Iterating prototypes based on feedback.	Develop a mid-fidelity prototype using a design tool, incorporating interactions and transitions, and iterating based on usability testing and feedback.
LO3: Apply an iterative design process in response to interactive design challenges.	<ul style="list-style-type: none">- Agile and iterative workflows.- Conceptualising, testing, and refining digital solutions.- Documenting design iterations and decision-making processes.	Present a documented iterative design process, including initial concepts, feedback loops, refinements, and final design decisions addressing a specific design challenge.
LO4: Evaluate the effectiveness of usability heuristics in user interface design.	<ul style="list-style-type: none">- Overview of Nielsen's usability principles.- Designing for user-centred experiences.- Evaluating interactive solutions for usability and accessibility.	Prepare a usability evaluation report that applies heuristic evaluations to an interactive design and includes recommendations for improvements.
LO5: Apply industry benchmarks, style guides, and frameworks to maintain design quality and consistency.	<ul style="list-style-type: none">- Using style guides and frameworks for design consistency.- Maintaining quality across platforms and devices.- Analysing existing solutions for inspiration.	Create an interactive solution that demonstrates adherence to industry benchmarks, style guides, and frameworks for consistent and high-quality design.

Foundation Topics (1-4): Core Interactive Design Skills

1. Introduction to Interactive Digital Media

- Overview of interactive media design and its role in enhancing user experiences.

- Introduction to industry tools (e.g., Figma, Adobe XD).
2. **HTML, CSS, and JavaScript Basics**
 - Fundamentals of web development for interactive solutions.
 - Creating simple layouts and adding interactivity.
 3. **User-Centered Design Principles**
 - Designing for usability, accessibility, and responsiveness.
 - Understanding target audiences and their needs.
 4. **Wireframing Basics**
 - Introduction to low-fidelity wireframes.
 - Tools and techniques for creating wireframes to visualise interactive designs.
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Application and Ideation Topics (5-8): Preparing for Assessment 1

5. **Prototyping Tools and Techniques**
 - Using tools like Figma or Adobe XD for interactive prototyping.
 - Incorporating navigation, interactions, and transitions.
6. **Design Briefs for Interactive Solutions**
 - Writing a brief that outlines the project's purpose, audience, and goals.
 - Identifying key features of the solution.
7. **Usability Heuristics and Accessibility Standards**
 - Applying Nielsen's usability principles.
 - Ensuring solutions meet accessibility standards (e.g., WCAG).
8. **Usability Evaluation and Feedback**
 - Methods for evaluating wireframes for usability and accessibility.
 - Documenting and analyzing feedback to improve designs.

Assessment 1: Learners submit the **Wireframes**, **Design Brief**, and **Usability Evaluation** after completing this topic.

Advanced Design and Output Topics (9-12): Preparing for Assessment 2

9. **Building Functional Prototypes**
 - Creating mid- to high-fidelity prototypes using industry tools.

- Adding interactive elements such as navigation, forms, and animations.

10. **Iterative Design and Feedback Integration**

- Applying feedback to refine prototypes.
- Documenting iterations and decision-making.

11. **Optimizing Digital Solutions**

- Optimizing assets for performance and responsiveness.
- Preparing files for diverse platforms and devices.

12. **Reflection and Presentation**

- Writing a reflective report on the design process and final prototype.
- Presenting prototypes to stakeholders.

Assessment 2: Learners submit the **Interactive Prototype** and **Reflection Report** after completing this topic.

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