

Module Details	
Module Title:	Augmented Reality Design: Principles and Practice
Module Code:	GAV5023-B
Academic Year:	2019-20
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	6
Seminar	6
Project supervision	6
Laboratory	24
Directed Study	158

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
This module is an introduction to augmented reality and aims to equip students with relevant knowledge, understanding and expertise and will plan, design and develop applications intended for use in real and public spaces.

Outline Syllabus
Augmented Reality Production Application Development

Learning Outcomes

1	Identify and use the key technologies used for the creation of AR applications and experiences.
2	Design and create AR applications using current development tools.
3	Understand the difference between marker based and geo-locative AR systems.
4	Explain the importance image/object recognition and tracking.
5	Use the geolocation and locative technologies used for AR in open spaces.
6	Show sensitivity to context and the unique problems associated with deigning AR systems in public space.
7	Explain standards , workflows, interoperability for multiple platform development for AR.
8	Use narrative design and location-based scenarios for AR development.

Learning, Teaching and Assessment Strategy

The module integrates the conceptual understanding of the design processes specific to the development of AR systems with the expertise required to build effective and engaging content for use in AR.

Concepts and procedures are taught through formal lectures and discussed informally in seminars. Expertise and workflows and the understanding of the practical development of AR systems is taught through practice in a studio-based environment.

The assessment is problem-based and brief-led and reflects the design processes and current thinking associated with the development of real-world applications and a knowledge of workflows associated with current practice in AR systems development.

The assessment is problem-based. Students will work to a brief that is intended to solve a particular real-world problem in relation to the use of AR applications and their capacity to facilitate the participation and engagement of end-users. There are three items of assessment:

- 1) A Design Statement, where students provide a written statement that specifically addresses the brief and the problem definition and outputs.
- 2) A presentation, where students deliver their ideas and problem solutions to an audience.
- 3) A prototype, students create a prototype using a current AR development environment.

Mode of Assessment

Type	Met hod	Description	Length	Weig ht ing
Formative	Presentation	Informal presentation of idea development to supervisors	5 minutes	%
Summative	Presentation	A short presentation of the problem solution and the project outputs		20%

Formative	Presentation	Informal presentation of project progress to supervisors	5 minutes	%
Summative	Coursework	A prototype indicating the realisation of design, problem solution and project outputs		70%
Summative	Coursework	A design statement that addresses a specific problem from a project brief	-500 words	10%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.