

Interactive Media Design BA (Hons)

Based in Newcastle
3 Years Full Time

Interactive Media is an exciting and dynamic specialism within the Creative Industries. Good design graduates with excellent experience in this specialism will have great job opportunities as they are highly prized and consequently well rewarded. To succeed in this specialism you will need to combine your interest in Graphic Design with a flair for product innovation and an insatiable appetite for learning new skills.

Interactive Media Design at Northumbria offers students the opportunity to study the latest digital, interactive and new media trends from a visual communication perspective. This cutting edge course covers web design, games design, interactive television, dotcom innovation, design for mobile technology and interactive exhibition design – all built on a firm foundation of Graphic Design skills, Product and Visual Communication principles.

UCAS Code: W280 BA/IMD

Your course in brief

Year 1

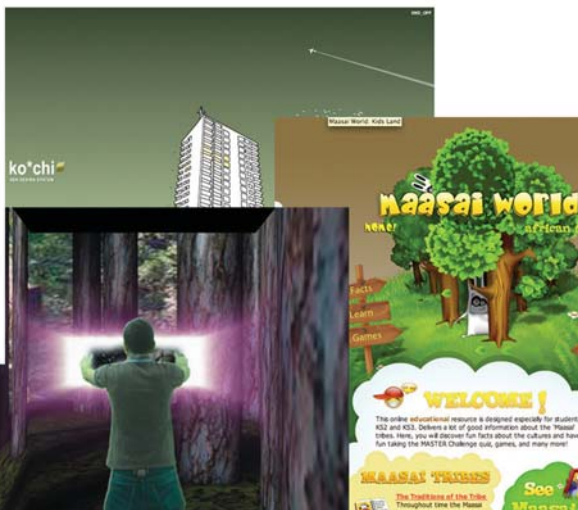
Learning Skills for Interactive Media Design
Introduction to Image Making
Typography and Hypertextuality
Introduction to Animation
Emotional and Immersive Media
Human Centred Design
Design Studies

Year 2

Sonic Design
Games Design
Usability and Mobile Applications
Professional Practice
Experiential Design
Innovation and Collaboration
Design Studies

Year 3

A range of self-determined national competition, collaborative, professional and personal projects that allow students to specialise and follow subjects of personal interest.



Who would this course suit?

This innovative and highly regarded course is ideal for individuals looking for a creative course that gives breadth, depth and opportunity and leads to excellent career opportunities in; web design and new media, interface design, graphic design, games design, advertising and promotion, information architecture and project management.

Did you know?

Our Interactive Media Design students recently completed a project looking at interaction and 'wayfinding systems' on the QE2.

Field trips are an important part of our students experience and in previous years they have visited Berlin, Barcelona, Dublin and New York.

In 2008, out of the hundreds of design students that exhibit at New Designers, Jackie Wu Hing Ki's animation was chosen to be part of the New Designers Selection '08 and was subsequently exhibited at London Design Week.

In 2009, Steve Evenington received a commendation at D&AD for his BBC widget. The brief was to create a suite of widgets to delight and inform users, and engage them with the BBC's content in new ways.

Where our graduates work

A key indicator for judging a School's success is where its graduates find employment and, thanks to the transferable skills they acquire with us, our students successfully go on to work in a wide range of careers across the New Media Industry – as a quick look at where some of our graduates are working now demonstrates;

Phillips, Green Room Digital, Glue London, BBC, Agency.com, Nokia, Imagination

Business start-ups

Fuse Box Design, Preamptive, Orangepanda, Plump Digital

What our students say

"It's challenging from day one – but worth it. The first year is a steep learning curve, but it definitely builds your confidence. By the second year it all comes together and in year 3 you can pick and choose what you focus on."

Craig Laidler

"They're really experienced and know what they're talking about, if you're ever stuck or at a dead end they can help turn you around."

Ross Brimstone



LUMINOCTE



This is the box which users interact with. It contains a track, speakers, back, and hardware and lighting.



The box was designed to be compatible with its surroundings and make the person or people watching it feel welcomed, warm and protected. It should not look like a computer or a screen, but rather a friendly, human-like presence.

As a person approaches the box they are able to interact with the system via a range of gestures. There is a track, speakers, and where they stand. This is also projected back onto the glass, by a projector in the rear of the box. The user can interact with the system via the box of the box, and they gradually look over a set of four panels.

The lighting in the box is designed to be seen in the box. The box is lit from the rear and the light is projected onto the glass. The box is lit from the rear and the light is projected onto the glass. The box is lit from the rear and the light is projected onto the glass.

