



DDES9901

Designing and Experiencing Immersion

Term T1, 2020

Course Information

Units of Credit: 6

Course Overview

Course Description

Virtual experiences and immersive environments are increasingly becoming an integrated aspect of today's work, study, and entertainment practices. The rapid emergence and application of these technologies raises important questions about how they are best designed to maximise the potential of these experiences. Why, when, and where is it appropriate to incorporate and design for immersive experiences? How is immersion effectively designed, constructed, and experienced?

This course will explore the phenomenon of immersion design from historical, visual and aesthetic frameworks. You will also examine emergent technologies and recent neuroscientific understandings about the subjective perception of immersion.

Using this knowledge, you will evaluate the effectiveness of a range of immersion experiences from different industry sectors. Using an expanded understanding of the principles of immersive design from the theory and practical experiences in the course, you will have the opportunity to design your own immersive experiences.

This course is designed to be low-residency. It is conducted online with up to 3 face-to-face intensive meetups per term conducted on Fridays and weekends on campus or at our industry partner facilities. Students will also have full access to all on-campus facilities throughout each term. Students may incur additional travel and accommodation costs.

Course Learning Outcomes

On completion of this course, the student should be able to:

1. Critically analyse visual, simulated and immersive design across industries in relation to how humans perceive and experience immersion.
2. Evaluate why, how, when, and where to adopt different immersive designs and technologies.
3. Design experiences using key principles of immersion.

Teaching and Learning in this Course

This courses uses a variety of teaching approaches:

Blended/online

- Moodle - Learning Management System

Assessment

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 1	Experience Storyboard	40%	Design Studio Work
Assessment Task 2	Industry Experience Storyboard	40%	Design Studio Work

	TITLE	WEIGHTING	ASSESSMENT TYPE
Assessment Task 3	myPortfolio Personal Reflection	20%	Portfolio

Resources

Refer to Moodle.