Unit Assignment

MA Virtual reality

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Unit: Final Project and Thesis (PU002331)

Assignment Information

Assignment Title:	Assignment Type:	Weighting:
Element 1: Portfolio Element 2: Thesis	Elemental	Element 1 50% Weighted Element 2 50% Weighted
Submission Deadline: By 3:00pm (15:00) GMT on Thursday 1st December 2022 **Adjusted Assessment Deadline*:** By 3:00pm (15:00) GMT on Thursday 12th January 2023 If you are using additional time please notify us using the following email: mida@arts.ac.uk	**Submission Method:** **Element 1:** (Product and Portfolio) - submitted online via Moodle (Max 20 x 200MB uploads). Content and format: • **For VR or 360-degree film:** build of the immersive media experience, either as .exe for HTC Vive or as .apk for Oculus Quest **and** screen capture video/videos of the immersive media experience with voice-over explaining the experience • **For AR:** build and app file **and** screen capture video/videos of the immersive media experience with voice-over explaining the experience • .txt document with link to blog on myblog.arts.ac.uk Please include here any relevant design documents in a separate folder. **Element 2** as PDF, including pictures via Turnitin (100MB): Content and format: Thesis	**Anonymous Marking:** No: It is not possible for this assignment to be marked anonymously; however, it will be internally moderated in line with UAL policy to maintain rigour and fairness in assessment.
Date to expect feedback by: 27th January 2023 All feedback is indicative until formally confirmed at an Exam Board. You will be informed of your results and when these will be published by email and Moodle.	**How you will receive feedback:** Via Moodle and the Assessment Feedback tool.	**Submission Queries:** If you have any difficulties submitting your assignment contact: mida@arts.ac.uk before the deadline.

*The Adjusted Assessment deadline is for students with Individual Support Agreements (ISAs). See Assessment Guidance at the end of this document for further information.

Your Assignment

- **Element 1:** Product + Portfolio: A build of the immersive media product and a screen capture video/videos of the immersive media product that represents the culmination of your research, alongside a portfolio of supplementary design materials. (50% weighting of unit mark). The intention is that the Final Major Project should reflect your own interests and support your career development. Collaboration with external collaborators or organizations is encouraged.

- **Element 2:** A written thesis contextualizing your research practice of between 8,000 – 12,000 words (excluding appendices & bibliography). (50% weighting of unit mark). The intention of the thesis is to ensure that your understanding of broader visual culture is underpinned by scholarly research and argument commensurate with study at MA level. For your academic writing, you are required to provide appropriate academic insight into your subject context and observe academic conventions in the production of your thesis, such as structure, using resources, formulating your arguments, etc.

Although supported by tutorials seminars and crits both the practical project and the thesis will require you to be self-motivated and draw on the more taught elements of earlier units.

Project Brief

Using a topic of your choice, your submission should consider the following:
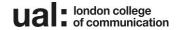
Element 1

- Product:

    - build of the immersive media experience;

    - a screen capture video/videos of the immersive media experience with voice-over explaining the experience; you are encouraged to use captions for accessibility.
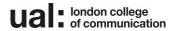
- Portfolio:

    - design documents – game design documents, scripts, storyboards, examples of mood boards, earlier versions of developed materials, etc. Please submit these in a separate folder.

    - the weblog should contain research of your design process – how you developed the content, what inspired you, the challenges you faced and how you overcame them, including any relevant examples from your design documents (see above).

Element 2

- Written thesis including:

    - literature review containing reflection and critical analysis of journals, textbooks and relevant immersive media content;

    - contextualisation of own work in the broader immersive media context and the broader HCI paradigms;

    - limitations of own research;

    - suggestions for future work for own project;

    - for empirical studies, a chapter on methodology (research design, applied methods, data collection) and a chapter on reporting the findings (data analysis, data interpretation, etc.).

    - **written text: 12 points, 1,5 spaced, include page numbers**

    - **Word count: between 8,000 – 12,000 words (excluding appendices & bibliography).**

        Structure and content:

        - abstract;

        - acknowledgements;

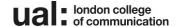   - list of tables;

        - list of figures;

- body of thesis
    - introduction
    - literature review/theoretical background relevant to your topic and FMP
    - state of the art in the immersive media field relevant to your topic and FMP
    - applied methodologies of research (e.g. interviews, questionnaires, observation sheets for empirical work; arts-based research such as visual art, performance research, etc.)
    - critical analysis of findings/results and discussion, including limitations and future work
    - conclusions
- bibliography using Harvard Style;
- Appendix/Appendices for consent and project info sheets, questionnaires, interview transcripts, observation sheets, etc.

Learning Outcomes

This assignment will be assessed against the five UAL assessment criteria: **Enquiry**, **Knowledge**, **Process**, **Communication**, and **Realisation**. See: arts.ac.uk/assessment

On completion of this unit you will be able to:	How the learning outcomes are to be evidenced in this assignment
Produce advanced 360-degree immersive image practice informed by an understanding of visual culture and by scholarly research commensurate with study at MA level. (**Enquiry, Realisation, Communication, Process**)	Clearly demonstrated in the development of a 3D 360-degree media that shows different states of development with reflection and analysis of undertaken iterations.
Demonstrate advanced virtual reality or mixed reality practice in a self-directed context that can interrogate broad cultural themes, concepts and theories. (**Enquiry, Realisation, Process**)	Clearly demonstrated in the development of a 3D 360-degree media that shows different states of development with reflection and analysis of undertaken iterations.
Define a research question and carry out an appropriate information and methods literature review. (**Enquiry, Knowledge**)	Evidenced through literature research and critical analysis leading up to the formulation of the research question(s). Evidenced through selection of methods to carry out empirical research, if so chosen.
Produce an academic thesis that provides a critical context for your practice within the broader visual culture. (**Enquiry, Knowledge**)	The thesis research question should underpin the work that you complete for the Product and Portfolio element. As such the thesis output should be usable as theoretical-research evidence of the one or more aspects of the design work you are undertaking through analysis of your work which systematically address each of the areas analysis, evaluation and debate and is supported and researched through a bibliography, methodology, case studies. The learning outcomes of the thesis will be evidenced via structure and content detailed above under the Project Brief section.

Costs Associated with this Unit & its assessment

Work presented for assessment will be evaluated against unit learning outcomes using UAL's Assessment criteria. Increased expenditure on materials to realise your assignment will not equate to increased grades in your assessment.

The college provides a broad range of resources to support your studies and to produce work for assessment. However, the additional costs you might incur whilst studying this unit, depending on personal choice, could include and are not limited to:

- Costs for printing materials for your degree show, such as posters, business cards, stickers, etc.
- Costs for 3D printing of assets such as objects or characters from your VR experience, etc.

You can discuss your choices and likely costs with your unit leader prior to starting your work.

Assessment Guidance

- The **UAL Assessment** webpage has detailed explanations of the five UAL Assessment Criteria and the University's assessment policies: arts.ac.uk/assessment
- The **LCC Student Guide to Assessment** provides a step-by-step guide to the assessment process at LCC. The guide is in the Moodle site for your course: moodle.arts.ac.uk
- Guides for online submissions are available in the Moodle site for your course: moodle.arts.ac.uk