

SECTION 1 : ACADEMIC BOARD COURSE PROPOSAL

PART 2: DETAILS FOR ASSESSMENT OF PROPOSAL

1.2.1 Purpose of the proposal

The purpose of this proposal is to remove two existing streams from the Design Science postgraduate award courses, and introduce a new course that is a thorough revision and merger of the two. The new program is designed to meet the needs of research-led teaching on a postgraduate level, and the current practice in the industry of Interaction Design and Electronic Arts.

1.2.2 Justification for proposal

This program is a response to a growing need within the design industry for a new skill set that crosses the boundaries between computing, design and electronic art. The program combines our renowned research with design education in the context of extensive hands-on studio workshops to develop innovative interactive design strategies using existing and emerging display technologies. It will be among the first of its kind in the world (along with Electronic and Time-based Art at Carnegie Mellon School of Art, "Interface Culture" program at the Linz University of Arts Department of Media in Austria) and in Australia in particular (where our competitors – such as UNSW COFA, and UTS Visual Communication and Master of Animation are focused on the production of video, music, digital media, modelling and animation), for its focus on exploring the relationships between people, design and emerging computing technologies in contexts of practice (industry applications, design studios), and through different design approaches (practical, experimental, artistic, conceptual and critical). For the future graduate, this means learning software and hardware frameworks that are currently not being taught in any other design program, while developing novel, useful applications and artworks that have the potential to be worthy of academic dissemination. Students are expected to build up a body of work that reflects the professional context in which they wish to practise.

In addition, this course will address the issue of attracting high-quality research students (M.Phil. as well as PhD students) by giving the opportunity to conduct a research thesis.

BACKGROUND/CONTEXT

The background of this proposal consists of following factors:

- The confusion AMONGST students in differentiating between the current 2 streams Master of Design Science (Design Computing) and Master of Design Science (Digital Media), and difficulties are encountered in marketing the two streams.
- Unsustainable student enrolment numbers in the Master of Design Science (Design Computing).
- A decline in enrolments in the Master of Design Science (Digital Media) in part due to the previous emphasis on technique, now outdated
- Few opportunities for staff to develop their research through teaching.
- Rising costs of Part-Time Teaching staff in relation to the small student numbers in some Units of Study.
- The recent emergence of competing Digital Media courses at neighbouring Universities (i.e. Master Of Digital Media at UNSW, Master Of Cross-Disciplinary Art And Design (Fully Online) at UNSW, UTS Faculty of DAB, and the recent Government change in skilled migration priorities to made it easier for some graduates (e.g. accountants, rather than design and computer graduates) to gain permanent residency in Australia.

INTENTION

The following factors have shaped our intentions:

- The motivation to lead and to differentiate our emphasis from competing institutions who focus on skills-based and production-oriented staples of modelling, animation, graphic design, audio production, video production and address the distinctive area and industry gap of interaction, usability, human-centred computing, theoretical and applied knowledge, studio-oriented teaching.

- The need to attract higher-quality students to conduct practical, experimental, conceptual and critical forms of design, as well as allow those students to continue as M.Phil and PhD researchers.
- The gap in current postgraduate programs in Australia to offer degrees relevant to Interaction Design and Electronic Arts, especially in the context of new Degrees emerging in USA and Europe (for example specifically in Interaction Design, Human Centred Computing, Time-based and Electronic Arts, Design Usability), meanwhile Australia does not currently address interaction design.

The academic rationale for this proposal is to develop a postgraduate program that closely aligns with the unique staff potential and research endeavours conducted at the Design Lab. This program is designed to act as an educational framework to conduct hands-on research with students. One of the projected outcomes is to attract students whose interests and ambitions more closely relate to our current research, who thereby may continue to undertake higher research Degrees after the Master's Degree. We aim to partially use the new Master's Degree as a feed and conduit a) for M.Phil and Ph.D and b) a continuing fourth and fifth year sequence to the current Bachelor of Design Computing undergraduate Degree. We also model this proposal on institutions such as MIT Media Lab that are attractive and uninhibited in quality of candidature due to their competitive entry and the attractiveness of a top-level, highly selective program.

The learning and teaching objectives of the program include a problem-based studio-centred model in which students align practical and theoretical knowledge derived from our research-inspired teaching with significant projects in a developmental and collaborative environment of the studio. This approach more closely reflects real-world, industry practice. We believe that by integrating more closely the theoretical and research elements of the teaching in the design project cultivation, students will develop a better understanding of the processes of applying knowledge and understanding. We have no reservation promoting the value of learning and research-oriented ideas that will come to fruition in the 5-10-years time-frame, as well as those currently demanded by industry.

It is a goal to address a gap in current Australia-wide design computing teaching and worldwide shortage, i.e. producing designers and thinkers who can tackle issues at the nexus between production phase of design, the user experience, and the design problem. The designer of physical computing, interaction design and electronic arts operates in a different way to a production artist/designer who is constrained by current technologies, available methodologies and softwares and driven by conventional ways of addressing design problems. We aim to challenge students to develop new solutions for new problems that arise due to emerging technologies and the rapidly changing environment in which computing is becoming ever-more pervasive, ubiquitous and physical. We also encourage students to develop their own hardware and software in new approaches to design thinking if it results in a more efficient outcome and to encourage thinking outside dated, often graphic design or print-based and wired technological paradigms. In particular, we foster education that goes beyond production skilling because the nature of the industry is one in which design contexts change extremely rapidly and students need portable, flexible abilities that project them into an enduring career path.

A teaching aim reflects the diversity and strength of our Design Lab group in an approach that benefits students. Our diverse background ranges from engineering, computer science, architecture, artificial intelligence, visualization, sonification, augmented reality to creative arts, generative music, interaction design and interactive art using locative, physical and mobile computing. This is a unique spectrum that positions us centrally in design and computing, while polarising neither to engineering, science or art more than another, yet embracing all. The combination of a high-level of technical computing literacy and practice, alongside creative practice in design and arts, are key and valuable assets of our staff that we want to convey in the new program.

The process of convergence and filtering our former two programs intends to retain and revise the best elements and eliminate others or those that are no longer considered current and distinctive. Existing programs traditionally badge Units of Study in terms of outcomes (the product in a specific domain), but our orientation will look more to processes of designing and scale of delivery (physical devices, virtual environments, screen design and installation) that are

not constrained to specific domains and implementations to parallel the pervasive nature of both computing and design. The themes of interaction and interface traverse all four of these areas providing unity across the Degree. A student completing the full time Master's Degree will have completed at least 2 studios, usually 3, in these areas.

The University Strategic Plan

The University's strategic plan aims to position the University of Sydney at the forefront in the Asia-Pacific region. By offering a unique program in the region that approaches design differently than all competitors and in tight consultation with industry needs, emerging trends in pervasive and physical computing and addressing a gap and a niche in the market, we aim to be the leading Interaction Design and Interactive Arts course in the Asia-Pacific and a sought-after program in the world. By meshing the teaching loosely with our unique talent profile, we intend that our teaching will work in conjunction with our successful research in raising the global recognition and accomplishment of our Design Computing and Cognition group, the Design Lab. We want to become known as a group that integrates its insights and inspirations from research in a fresh and exciting graduate teaching program.

It is also a University of Sydney strategic goal to be abreast and leading the way in technology integration. New computer technologies are no longer so new-fangled as to be mysterious or ends in themselves. By teaching methods of designing with emerging technologies, rather than techniques for production using specific current technologies, we equip students with the thinking to remain at the forefront of design computing for the passage of their careers and aim to position our cutting edge research also prominently in our teaching.

The program is relevant to students and employers in that it addresses the expressive and communicative possibilities of digital technologies beyond the traditional computing interfaces, and the social, cultural and ethical consequences of emerging technologies through design.

This program is replacing two current streams of the Design Science program so that no overlapping exists with current unit of study offerings. In changing the stream name from "Digital Media" to a degree in "Interaction Design and Electronic Arts", confusion with the program "Master of Interactive and Digital Media" at USyd SCA is avoided.

Outcomes of the new program

In replacing the former Digital Media and Design Computing streams, **we offer fewer Units of Study** (down from 19 to 12 and some only taught biennially) **taught on a less frequent cycle with the result that it will be more efficient overall.**

19 units (132 cp) are deleted

12 units (96 cp) are replaced

The majority of units (including all core UoS) are taught by current salaried staff. This amounts to many more UoS being taught by academic staff than previously, due to the closer alignment of teaching and research areas. As such, it is a saving because fewer additional PTT staff need to be employed. It does not involve the employment of any additional FT staff. Only 4 x 6cp units will use part-time teaching (PTT) by 2010 after transition and approximately 6 guest lectures given by industry individuals. We estimate that PTT will cost ~\$7,200 (36 TU2 x 4 per 2 years) in comparison with the current annual PTT expenditure of ~\$70,000-90,000. **This is a significant saving for the Faculty of Approximately \$60,000-\$70,000.**

The opening up of studios to Master of Architecture students and the availability of the Studio C (Digital Architecture) to IDEA stream students **promotes the synergy with Architecture and interdisciplinary integration.**

We estimate, based on the success we have had in the undergraduate program succession to Honours and M.Phil that we could hope for **3-4 Ph.D or higher research students each year** proceeding from the program.

We estimate that the program focus can generate **6 DEST-accountable publications each year**, based on 2 pedagogical papers per annum from staff about their research-inspired studio teaching and 4 student research publications arising from 8 Honours students. This estimate is

based on research outcomes in 2007-8 that derived an equivalent output from our undergraduate Bachelor of Design Computing Degree and its Honours (comparable in approach), in its ability to seed pedagogical papers by students and staff. This estimate uses the basis that, across 2 years, there may be 8 Honours students, half of whom publish a DEST-accountable paper independently or jointly with their supervisor and that in any one year, two academic staff will publish a 'scholarship of teaching' / pedagogical paper relating to the methods and design processes in the studio Units.

1.2.3 Benchmarking, market research and analysis

1.2.3.1 Benchmarking:

Following are institutions offering degrees in related areas that we have considered in the formation of our degree.

Institute	Competitive offering	Additional information
The University of Queensland	Master of Interaction Design	Considered as competitor http://www.uq.edu.au/study/program.html?acad_prog=5371
Royal College of the Arts (London)	MA Design Interactions	Considered as model http://www.rca.ac.uk/pages/study/ma_interaction_design_171.html
University of Applied Sciences Potsdam	Interface Design	Considered as model http://design.fh-potsdam.de/studiengaenge/interfacedesign.html
Rhode Island School of Design	Digital+Media	Considered as model http://dm.risd.edu/
New York University – Tisch School of the Arts	Interactive Telecommunications Program	Considered as model http://itp.nyu.edu/itp/
Domus Academy	Interaction Design	Considered as model http://www.domusacademy.com/master/interaction%20design/4
UDK Berlin	Experimental Media Design	Considered as model

1.2.3.2 Market research and analysis:

We are aiming to develop a new and distinctive niche in the marketplace that differentiates this degree from those currently offered on campus and in Australia, generally, such as those at UNSW COFA and UTS. The Sydney College of the Arts (SCA) offer a graduate Degree in Interactive and Digital Media, whose focus is web design, screen design, image editing and 2D animation using popular software packages Flash, Fireworks, and Dreamweaver. In contrast, the new M.IDEA proposal centres around physical computing, virtual environments and immersive installation using softwares such as Max/MSP and Processing in conjunction with sensors, microprocessors and is not at all intended for desktop computing. It will not include animation or web site design (the primary areas targeted by the MIDM).

1.2.3.3 Summary table of competitive* offerings to proposed award course:

*These institutions offer course in the local market from whom we seek to differentiate content (not competitors per se but in related areas)

Institute	Competitive offering	Additional information
Sydney College of the Arts	Master of Interactive and Digital Media	
COFA	Master Of Digital Media	
COFA	Master Of Cross-	

	Disciplinary Art And Design (Fully Online)	
UTS	Master of Animation, Master of Visual Communication, Master of Design	

1.2.3.4 Estimated student demand

Estimated student demand	2009	2010	2011
Commonwealth-supported	0	0	0
Local fee-paying	12	24	36
International fee-paying	8	16	24
Estimated Total EFTSU	20	40	60
Lowest EFTSU for which course would be run	15	15	15

Estimated full-time and part-time Students	2009	2010	2011
Estimated number of Full-time students	20	40	60
Estimated number of Part-time students	0	0	0

Impact on students currently enrolled:

While students currently enrolled in the Design Computing and Digital Media programs will be offered a transfer to the new program, they may complete their current degree using the transitional offerings listed below.

Transitional offerings:

Old unit	Old Unit title	Alternative unit code	Alternative unit title
DESC917 4	Theory and Practice of Digital Design	IDEA9105, or IDEA9106, or IDEA9205, or	Human-computer Interaction, or Design Thinking or Art, Technology and Culture
DESC917 5	Web Site Design	DESA9005 or IDEA9204 and 9203	Web Design or Screen Studio & Time-based Media Lab (2010) or
DESC917 6	Creative Systems	IDEA9101	Experimental Interfaces Lab
DESC917 7	Computer Supported Collaborative Design	Removed from offer due to low demand	
DESC917 8	Computer Integrated Design	Removed from offer due to low demand	
DESC917 9	Ambient Visualisation with Devices	IDEA9202 and 9201	Device studio & Physical Computing Lab (sem.2 2009)
DESC918 0	Designing Virtual Worlds	IDEA9104 and 9103	Cyber Studio & Virtual Worlds Lab (2010)
DESC918 1	Designing Immersive Spaces	IDEA9102 and 9101	Installation Studio & Experimental Interfaces Lab
DESC918 2	Design Computing Graduate Studio	IDEA9102, 9104, 9202,	IDEA Studios

		9204	
DESC918 6	Digital Culture	IDEA9205	Art, Technology and Culture
DESC909 1	Digital Media Production	IDEA9203 or DESA9005	Time-based Media Lab or Art Workshop Graphic Design?
DESC909 2	3D Animation 1	Run in 2009.	
DESC918 7	Interactive Sound Studio	IDEA9102 and 9101 Or IDEA9202 and 9201	Installation Studio & Experimental Interfaces Lab (sem.1 2009) or Device Studio & Physical Computing Lab (sem.2 2009)
DESC918 8	Modelling and Animation for Games		
DESC919 0	Experimental Games Interfaces Studio	IDEA9202 and 9201	Installation Studio & Experimental Interfaces Lab
DESC912 5	Digital Video Design and Production	IDEA9204 and 9203	Screen Studio & Time-based Media Lab (2010)
DESC915 5	Visual Perception and Digital Imaging	IDEA9204 and 9203	Screen Studio & Time-based Media Lab (2010). Recommend intensive available sem.2 2008
DESC915 6	Digital Compositing and Visual Effects		

Enrolment Quotas:

Will quotas be set for the proposed award course or for any units of study within the award course?

For local fee-paying students

Yes Please specify:

For international fee-paying students

Yes Please specify:

We will aim for a course total of 60

1.2.4 Consultation and external references

Consultees	Date of consultation	Method of consultation	Type of supporting evidence provided
Spinifex Interactive – Elmar Trefz	26/05/2008	Confidential Brief	Letter of support.
Massive – Derek Ellis	29/04/2008	Confidential Brief	Letter of support.

1.2.5 Course structure

1.2.5.1

Award course	Length of	Type of enrolment
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	candidature (years)	Full-time	Part-time
		GradCertIDEA	Minimum
	Maximum	8	8
GradDipIDEA	Minimum	1.0	2.0
	Maximum	8	8
MIDEA	Minimum	1.5	3
	Maximum	8	8

1.2.5.2 Minimum credit points required for completion of qualification:

GradCertIDEA – 24cp

GradDipIDEA – 48cp

MIDEA – 72cp

1.2.5.3 Mode of delivery: Face-to-face teaching ✓

1.2.5.4 Does the course involve clinical or industrial placement/experience?

Yes No

If Yes, please provide details:

No industry placement but work experience is available as an elective.

1.2.5.5 Please indicate what processes are in place to guarantee the quality of academic staffing, available resources for teaching and provision of adequate curriculum delivery, assessment and authentication of student work.

The program is run by the full time academic staff of the Faculty of Architecture, Design and Planning, in the Design Lab group. Where casual tutors are employed, the tutors are all appropriately qualified and properly interviewed and appointed according to University procedures, and with a strong interest in and ability to contribute to the activities of the class in that semester. All casuals are supervised by a full time member of academic staff.

The program does require adequate studio space and this is subject to internal negotiation in the Faculty. Otherwise, the resources of the two closing programs (Digital Media and Design Computing) are available for use in this new course.

The curriculum of the new program is linked to research strength and activity in the Design Lab. As such, the curriculum is informed by the research conducted by academic staff in this area. It is hoped there will be a positive feedback from teaching to research as a result.

All results from casual staff are returned under the supervision of a full time academic staff member and checked for parity. All staff are made aware of plagiarism policy. Students sign an assignment coversheet with each piece of work declaring that the work is their own and that they are aware of the University's plagiarism policy. Checking is conducted when suspicions are aroused by similarity of work or varying quality, or work out of character with the student.

1.2.6 Assessment procedures

A variety of assessment procedures will continue to be dependant on the unit of study taken. As the program is comprised of core units and electives the variety of assessment procedures covers those appropriate to the program. These include: essays, reports, exams, individual projects, group projects, presentations, class participation and attendance. The main scenarios are summarised in the table below.

Proposed	Assessment	Proportion	Use of external
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Regime	of assessment regime (%)	assessors/examiners (Yes/No) (if yes, please provide details)
Scenario A:		
Technical Competency	15%	No
Design Process & Documentation	20%	No
Major Project & Exhibition	50%	Use of full-time and part-time staff as well as external critics from the interaction design profession.
Class Participation & Attendance	15%	No
Scenario B:		
In Class Presentation	35%	No
Case Study or Essay	50%	No
Class Participation & Attendance	15%	No
Scenario C:		
Class tasks – weekly	35%	No
Exam	50%	No
Class Participation & Attendance	15%	No
Scenario D:		
Thesis (Honours)	100%	Yes. Use of faculty staff member and often an external examiner associated with the thesis topic.

The allocation of assessment to each unit of study is based on Academic Board recommendations that assessment should be made up of 4500-6000 equivalent words per six credit point unit of study. Many UoS include non-text based assessments and in these instances an appropriate equivalent is established.

1.2.7 Student workload

NOTE: Student workload should be consistent with the credit points assigned for the units of study.

The workload expected for each unit of study is based on the Faculty of Architecture *Proposed Workload guidelines for new and revised Units of Study (UoS)*. These recommend 1-2 hours of student effort per credit point per week for an average student to achieve a good pass level. Generally, lecture-based and online units and art workshops should be 1 hr/credit point/week, computer lab based units 1.5 hr/credit point/week, and studio-based units 2 hr/credit point/week. Thus, for example, for a total 24 credit point load (1 semester) with half lecture-based and half studio-based units, a student is expected to commit $12 \times 1 + 12 \times 2 = 36$ hours of effort per week. This effort need not be spread evenly over the semester.

Below are six examples of UoS and their relative workloads based on:

- Attendance at lectures, tutorials, field trips, laboratory sessions and studio sessions
- Student preparation for classes
- Student preparation for assessment tasks

Expected Workload	Total Time Expected (per credit point)
Example 1: 6 credit point lecture/seminar UoS, 1 semester, 13 weeks	
Lecture/contact time	3hr/week = 39 hours avg.
Assessment task research, preparation and presentation	19 hours
Reading and preparation	1.5 hr/week = 20 hours avg.
Total student effort	78 hours (13 wks x 6 hrs av. student effort)

Example 2: 6 credit point intensive UoS	
Lecture/contact time	7 hr/day x 4 days = 28 hours
Assessment task research, preparation and presentation	30 hours
Reading and preparation	20 hours avg.
Total student effort	78 hours

Example 3: 6 credit point art workshop UoS, 1 semester, 13 weeks	
Studio time	3 hrs/wk = 39 hours
Studies, preparation and assessment	3 hrs/wk = 39 hours
Total student effort	78 hours

Example 4: 6 credit point computer lab UoS, 1 semester, 13 weeks	
Lecture/contact time	3 hrs/wk = 39 hours
Reading and preparation and assessment	6 hrs/wk = 78 hrs
Total student effort	117 hours

Example 5: 12 credit point design studio UoS, 1 semester, 13 weeks	
Contact time – studio, lectures, tutorials, field trips, etc.	8 hr/week (studio, lectures, tutorials, field trips etc.) = 78 hours average (9-10 studio weeks/sem)
Weekly preparation	12 hrs/wk avg. = 156 hrs
Preparation for presentations	6hrs/wk = 78 hrs
Total student effort	312 hours (13 x 24 hrs avg. student effort)

Example 6: 6 credit point Master Class intensive UoS, 2 weeks	
Lecture/contact time	7.5 hrs/day x 10 days = 75 hrs
Reading and preparation	40 hrs
Total student effort	115 hours (approx. 1.5 hrs/credit point/wk equivalent)

1.2.7.2 Provide an indication of how the academic course load including the weight given to any dissertation component compare with other similar course loads in the faculty/college/university

Same as all other coursework master degrees in the faculty.

1.2.7.3 What load for HECS and student load purposes should be given to each of the constituent parts or units making up the award course?

Six credit point units – 0.125

12 credit point units - 0.250

1.2.8 Attributes of graduates

The emphasis on problem-based studio-directed learning within the context of interaction design and electronic arts connotes with a high degree of independent and creative thinking and decision making, together with the requirement of frequent presentation and peer-based critique sessions.

4.2.1 Research and Inquiry: Graduates of the University will be able to create new knowledge and understanding through the process of research and inquiry.

The outcomes of the design studios will generate innovative applications for real-world issues through a research-led approach.

4.2.3 Personal and Intellectual Autonomy: Graduates of the University will be able to work independently and sustainably, in a way that is informed by openness, curiosity and a desire to meet new challenges

Studio based teaching is based finding creative solutions for challenging design briefs.

4.2.5 Communication: Graduates of the University will use and value communication as a tool for negotiating and creating new understanding, interacting with others, and furthering their own learning.

Students will be asked to present their works frequently and critique the works of others.

1.2.9 Transitional arrangements (for continuing students)

Last year of student intake under existing Resolutions: Local students: 2008
International students: 2008

Provisions in place for students enrolled under existing Resolutions:

Continuing students will be encouraged to transfer to the new award courses but may complete their current award course under the current rules. Students upgrading from a Graduate Certificate of Graduate Diploma will be transferred to the new courses.

1.2.10 Course administration

Course to be administered by the following Faculty:
Faculty of Architecture, Design and Planning

1.2.10.1 Is there **shared teaching** with other Faculties?

No

1.2.10.2 Basis for the above allocation between faculties:

1.2.10.3 Combined degree – inter-faculty arrangements:

N/A

1.2.10.4 Is the proposed award course part of a **con-joint venture** with another institution?

Yes No

1.2.11 Resolutions

1.2.11.1 Are there changes to the list of Degrees, Diplomas and Certificates conferred by your Faculty, as listed in the **Resolutions of the Senate** available in the **University Calendar**?

Yes *If yes, please complete Appendix 2.*

1.2.11.2 Will there be new Resolutions or changes to the existing **Resolutions of the Senate** for the proposed Coursework award course?

Yes *If yes, please complete Appendix 3.*

1.2.11.3 Will there be new Resolutions or changes to the existing **Faculty Resolutions** for the proposed award course?

Yes *If yes, please complete Appendix 4.*

1.2.11.4 Will there be changes to the academic dress due to the introduction of the proposed new award course?

Yes No

Lined with brick red, then edged to a depth of 5cm with amber silk, then edged to a depth of 5cm with blue silk.

1.2.12 Quality assurance arrangements and plans

All units of study are subject to student evaluation (USE) each semester with additional design-related question set up in collaboration with the Institute of Teaching and Learning. This feedback is used by the Unit of Study Coordinators, in consultation with Discipline Chairs, to assess the effectiveness of the unit and to plan and implement improvements to the teaching and learning experiences of students. The Teaching and Learning Committee has recently started with a new initiative to better monitor the quality of learning and teaching, and to guide staff towards an upward trajectory in this respect.

Course resolutions are reviewed annually based on the experience of the administrative and academic staff most concerned.

It is anticipated that about 1 or 2 scholarly papers will be produced based on the experience of research-based learning and teaching in this program. This will provide an opportunity to reflect on the learning outcomes within the context of the scholarship of learning and teaching.

SECTION 1 : ACADEMIC BOARD COURSE PROPOSAL

PART 3: RESOURCE IMPLICATIONS

1.3.1 Estimated Student Numbers for next three years of the award course

Estimated Student Demand	2009	2010	2011
Estimated Student Numbers	20	40	60
Estimated EFTSU*	20	40	60

*We anticipate most students will be full time.

1.3.2 Availability of teaching and support staff

1.3.2.1 Availability of academic and support staff to deliver the proposed award course:
The current staff of the Design Computing and Cognition discipline consists of 1.6 Associate Lecturer, 4 Lecturers and 3.5 Senior Lecturers.

The program is based on 4 rotating semesters of teaching in which the studio-based units of study allow for some flexibility of staff assigned to them, facilitating non-repetition and change of staff or study leave and other variations when necessary.

1.3.2.2 Strengths of the department/school/faculty:

High research output in terms of number of successful ARC grants, peer-reviewed publications, and the breadth and cross-disciplinary character of research projects. In addition, the Design Lab has received positive exposure in popular press, exhibition and invited talks. Novel approaches in research-led teaching, in particular in studio design, a specific form of problem-based learning.

1.3.3 Availability of teaching space, and other required facilities

1.3.3.1 Teaching rooms:

Studio space & The Sentient lab (Wilkinson 268)

1.3.3.2 Lecture theatres:

ALT1, ALT2, ALT3

1.3.3.3 Laboratories (including computer access labs):

Wilkinson Digital Media Lab, General Access Lab, Mac Lab, Lab 313

1.3.3.4 Staff offices:

1.3.3.5 Storage or other space required including any which needs to be rented externally:

1.3.4 Availability of Library Resources

Concerns about library holdings that need to be addressed:

None.

1.3.5 Availability of IT and other Equipment

1.3.5.1 Computer Technology:

Data projectors, sensor equipment (e.g. motion sensors,), input devices (e.g. mobile phones, webcams), actuators (e.g. motors, lights,) a multi-functional space (the Sentient?) to setup interactive and sensor-driven installations.

Note: Most of the required equipment is already purchased in the context of the previous 2 streams. We expect to acquire new equipment for teaching through the TIES grant scheme and the internal teaching budget.

1.3.5.2 Other Equipment:

1.3.6 Timetabling arrangements

The proposed award course will be offered in the following teaching period:

standard



APPROVALS

Nominated Faculty Officer

Dean of Faculty (or Delegate)

Master of Interaction Design & Electronic Arts (M.IDEA) Structure

GRADUATION STUDIO PATH

3	Graduation Studio (core)	Lab (core)	Elective
2	Studio (core)	Lab (core)	Option
1	Studio (core)	Lab (core)	Option

HONOURS RESEARCH TRACK

M.IDEA Research Project		M.IDEA Dissertation	
Studio (core)	Lab (core)	Option	
Studio (core)	Lab (core)	Option	

The **Core Studios**, including Graduation studio, are:

Installation Studio (with supporting lab, Experimental Interfaces Lab)

Device Studio (with supporting lab, Physical Computing Lab)

Cyber Studio (with supporting lab, Virtual Worlds Lab)

Screen Studio (with supporting lab, Time-Based Media Lab)

Options are:

Human-Computer Interaction

Art, Technology and Culture

Design Thinking

Electives include:

A subject from the Audio & Acoustics stream M.Des.Sci.; M.ARC.; SIT; SCA;

Faculty of Arts; any graduate program in the Faculty of Architecture, Design & Planning;

for example and may include others with permission.

* One studio and lab is taught per semester on a 2-year rotating cycle from which students will choose up to three studios.

** Graduation Studio culminating in an exhibition and major report (Graduation track) OR

Dissertation and Research Project (Honours research track form a **capstone experience**.)

*** Students for the Master's Degree take 54cp CORE + 12cp OPTION + 6cp ELECTIVE

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Graduate Certificate in Interaction Design and Electronic Arts

Graduate Diploma in Interaction Design and Electronic Arts

Master of Interaction Design and Electronic Arts

Master of Interaction Design and Electronic Arts (Honours)

Resolutions of the Senate

1. Requirements for the Graduate Certificate in Interaction Design and Electronic Arts

1.1 To qualify for the award of the Graduate Certificate in Interaction Design and Electronic Arts a student must:

- 1.1.1 complete successfully units of study giving credit for a total of 24 credit points; and
- 1.1.2 satisfy the requirements of all other relevant By-Laws, Rules and Resolutions of the University.

2. Requirements for the Graduate Diploma in Interaction Design and Electronic Arts

2.1 To qualify for the award of the Graduate Diploma in Interaction Design and Electronic Arts a student must:

- 2.1.1 complete successfully units of study giving credit for a total of 48 credit points; and
- 2.1.2 satisfy the requirements of all other relevant By-Laws, Rules and Resolutions of the University.

3. Requirements for the Master of Interaction Design and Electronic Arts

3.1 To qualify for the award of the Master of Interaction Design and Electronic Arts a student must:

- 3.1.1 complete successfully units of study giving credit for a total of 72 credit points; and
- 3.1.2 satisfy the requirements of all other relevant By-Laws, Rules and Resolutions of the University.

4. Requirements for the honours degree

4.1 To qualify for the award of the honours degree a student must complete the honours requirements published in the Faculty Resolutions relating to the course.

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Graduate Certificate in Interaction Design and Electronic Arts

Graduate Diploma in Interaction Design and Electronic Arts

Master of Interaction Design and Electronic Arts

Master of Interaction Design and Electronic Arts (Honours)

Resolutions of the Faculty

[Section 1]

1. Admission

- 1.1 An applicant for admission to candidature for the Graduate Certificate in Interaction Design and Electronic Arts shall:
- 1.1.1 hold a bachelor degree of the University of Sydney, or hold qualifications deemed by the Dean to be equivalent; or
- 1.1.2 furnish evidence which satisfies the Dean that he or she is qualified to enter upon the prescribed units of study.
- 1.2 An applicant for admission to candidature for the Graduate Diploma in Interaction Design and Electronic Arts shall:
- 1.2.1 hold a bachelor degree of the University of Sydney or hold qualifications deemed by the Dean to be equivalent; or
- 1.2.2 hold or have qualified for the award of the graduate certificate with a weighted average mark of at least 70 across all units attempted for the award.
- 1.3 An applicant for admission to candidature for the degree of Master of Interaction Design and Electronic Arts shall:
- 1.3.1 hold a bachelor degree of the University of Sydney or hold qualifications deemed by the Dean to be equivalent; or
- 1.3.2 hold or have qualified for the award of the graduate diploma; or
- 1.3.3 hold or have qualified for the award of the graduate certificate with a weighted average mark of at least 70 across all units attempted for the award.
- 1.4 An applicant for admission to candidature for the degree of Interaction Design and Electronic Arts with honours must:
- 1.4.1 have achieved a weighted average mark of at least 75 in all other coursework required for the award of the degree; and
- 1.4.2 have the approval of the program coordinator, including having an agreed supervisor for the designated honours units.
- 1.5 The number of students admitted to the courses may be limited in accordance with University policies depending on available teaching resources.

2. Units of study

- 2.1 The units of study that may be taken for the courses are set out in Table G, the table of graduate units of study, in the Faculty of Architecture, Design and Planning Handbook, together with:
- 2.1.1 credit point values;
- 2.1.2 assumed knowledge, corequisites and prerequisites;
- 2.1.3 the sessions in which they are offered;
- 2.1.4 the units with which they are mutually exclusive;
- 2.1.5 designation as core, optional or elective; and
- 2.1.6 any special conditions.

3. Requirements for the Graduate Certificate, Graduate Diploma and Master of Interaction Design and Electronic Arts

- 3.1 To qualify for the award of the Graduate Certificate in Interaction Design and Electronic Arts, a candidate must successfully complete 24 credit points from units of study selected from Table G, the faculty's table of graduate units of study, to the limits specified in the table of requirements below.
- 3.2 To qualify for the award of the Graduate Diploma in Interaction Design and Electronic Arts, a candidate must successfully complete 48 credit points from units of study selected from Table G, the faculty's table of graduate units of study, to the limits specified in the table of requirements below.
- 3.3 To qualify for the award of the Master of Interaction Design and Electronic Arts, a candidate must successfully complete 72 credit points from units of study selected from Table G, the faculty's table of graduate units of study, to the limits specified in the table of requirements below.
- 3.4 **Table of Requirements**

	Min core	Min Options	Max Elective
Graduate Certificate	18	0	6
Graduate Diploma	36	6	6
Masters	54	12	6
Masters (Hons)	60	6	6

- 3.5 Core units completed in excess of the minimum requirements may count as options or electives.
- 3.6 Optional units completed in excess of the minimum requirements may count as electives.
- 3.7 Candidates may substitute graduate units of study from outside the faculty's table of graduate units of study to the limits shown in the table of credits and substitutions in section 2.
4. **Requirements for the honours degree**
- 4.1 To qualify for the award of the Master of Interaction Design and Electronic Arts with honours, a student must successfully complete units of study amounting to 72 credit points selected from Table G, the Faculty's table of graduate units of study, comprising:
- 4.1.1 core, optional and elective units of study to the limits shown in the table of requirements.
5. **Award of the Graduate Certificate, Graduate Diploma and Master of Interaction Design and Electronic Arts**
- 5.1 The Graduate Certificate and Graduate Diploma in Interaction Design and Electronic Arts are awarded in the Pass grade only.
- 5.2 The Master of Interaction Design and Electronic Arts will be awarded in two grades, namely pass and honours.
- 5.2.1 A candidate will graduate with the grade merited.
- 5.2.2 A candidate who does not satisfy the requirements for the honours degree and who has not already graduated shall be awarded the pass degree.
- 5.3 A candidate who enrolls in the following semester, in a higher level award course in this embedded sequence, will not graduate until the completion of the highest award attempted.
- 5.4 A candidate who has completed the requirements for a course, and who does not enrol in the following semester in a higher level embedded course in this sequence, will graduate from that course.





University of Sydney

LIBRARY IMPACT STATEMENT

Proposed Courses:

Graduate Certificate in Interaction Design and Electronic Arts

Graduate Diploma in Interaction Design and Electronic Arts

Master of Interaction Design and Electronic Arts

I have examined the Library needs related to the proposal and certify that existing Library holdings, staffing, services and accommodation are, or will be, adequate to cover the demands that are inherent in it.

Students will use resources and services via several of the University of Sydney Libraries including the SciTech Library, Fisher Library and Sydney College of the Arts Library. To ensure that sufficient resources are available and current, it will be necessary for the Faculty to work closely with the Library to develop the collection.

We look forward to working in partnership with the staff and students to support this course and develop training and services appropriate to their needs and support the development of the graduate attributes discussed in the proposal.

If, in the future, new Units of Study are developed within this program, or the Faculty intends delivering the program or Units within the program in a different mode, it is understood that the Library will be advised and will be asked to provide additional Library Impact Statements specific to the new Units.

A handwritten signature in black ink, reading 'Susan Hanfling'.

Susan Hanfling
Director, Library Services
for the University Librarian

Thursday, 12 June, 2008.

Nominated Faculty Officer Dean of Faculty (or Delegate)

APPROVAL:

Provost and Deputy Vice-Chancellor/Vice-Chancellor

SECTION 3: COURSE INFORMATION FORM AND MARKETING PLAN

PART 1: COURSE INFORMATION FOR FLEXSIS

Faculty: Architecture, Design and Planning

Faculty Contact person (Academic Proponents):

Dr Kirsty Beilharz **Ext. No:** 14031 **Email:** k.beilharz@arch.usyd.edu.au

Dr Andrew Vande Moere **Ext. No:** 14610 **Email:** andrew@arch.usyd.edu.au

3.1.1 Type of proposal: New ✓
Deletion ✓

3.1.2 Type of course: Postgraduate coursework ✓

3.1.3 Name of award course(s)

Name of **new** award course/s:

CG055 Graduate Certificate in Interaction Design and Electronic Arts

CF055 Graduate Diploma in Interaction Design and Electronic Arts

CC055 Master of Interaction Design and Electronic Arts

Name of award courses to be **deleted**:

CG044 Graduate Certificate in Design Science (Design Computing)

CF044 Graduate Diploma in Design Science (Design Computing)

CC044 Master of Design Science (Design Computing) (72cp)

CC144 Master of Design Science (Design Computing and stream) (96cp)

CC244 Master of Design Science (Design Computing) (Honours)

CG045 Graduate Certificate in Design Science (Digital Media)

CF045 Graduate Diploma in Design Science (Digital Media)

CC045 Master of Design Science (Digital Media) (72cp)

CC145 Master of Design Science (Digital Media and stream) (96cp)

CC245 Master of Design Science (Digital Media) (Honours)

3.1.4 Abbreviated name

GradCertIDEA

GradDipIDEA

MDesSciIDEA

3.1.5 Date of introduction or deletion

Introduced: Year 2009 Semester 1

Deletion: Year 2009 Semester 1

3.1.6 Course code

Course code of existing award course for amendment or deletion:

Name of award courses to be **deleted**:

CG044 Graduate Certificate in Design Science (Design Computing)

CF044 Graduate Diploma in Design Science (Design Computing)

CC044 Master of Design Science (Design Computing) (72cp)

CC144 Master of Design Science (Design Computing and stream) (96cp)

CC244 Master of Design Science (Design Computing) (Honours)

CG045 Graduate Certificate in Design Science (Digital Media)

CF045 Graduate Diploma in Design Science (Digital Media)

CC045 Master of Design Science (Digital Media) (72cp)

CC145 Master of Design Science (Digital Media and stream) (96cp)

CC245 Master of Design Science (Digital Media) (Honours)

3.1.7 CRICOS code

CRICOS code of existing award course for amendment or deletion:

048529D Graduate Certificate in Design Science (Design Computing)

048519F Graduate Diploma in Design Science (Design Computing)

048510D Master of Design Science (Design Computing) (72cp)

053658G Master of Design Science (Design Computing and stream) (96cp)

054072D Master of Design Science (Design Computing) (Honours)

048530M Graduate Certificate in Design Science (Digital Media)

048520B Graduate Diploma in Design Science (Digital Media)

048511C Master of Design Science (Digital Media) (72cp)

053659G Master of Design Science (Digital Media and stream) (96cp)

054073C Master of Design Science (Digital Media) (Honours)

3.1.8 Short degree description (e.g. for the UAC Guide):

N/A

3.1.9 Full degree description (e.g. for Faculty handbook):

Interaction Design and Electronic Arts (IDEA) teaches students novel paradigms for interfacing with computers. As electronic and computing technologies are increasingly influencing our daily lives, there is a growing need for innovative products and systems that are sociable and pleasurable, as well as useful. The degree therefore investigates the expressive and communicative possibilities of such technologies, as well as explores new applications that support our society in the important issues of tomorrow, ranging from sustainability, over biotechnology, social networking, global health to cultural diversity. That is, we consider interaction as the main medium to support humans in their activities of work, family and play through state-of-the-art technological means. The program is designed to span the interaction spectrum offered by modern computing technologies: the Virtual: massive online immersive cyberworlds and games, the Screen: transforming from small, mobile devices to architectural media facades, the Installation, experimental, responsive environments for performance and direct engagement, and the Device, smart artifacts and wearable electronic fashion that sense and inform their wearers.

The IDEA Degree is the first of its kind in Australia to prepare students in the skills and knowledge of Interaction Design, answering the growing need to understand the nexus between computing and the user, between art and science, between creativity and IT. Several theoretical subjects explore how humans have and will interact with computers, and how art, technology and culture have merged in inspiring forms of media and interactive art. Each design studio unit endeavours to develop the student's conceptual design abilities, within the framework of research-based and human-centred design. All major works design works culminate in a public exhibition or performance. Students who undertake the Honours stream will combine an original and investigative research project in their final semester, under the personal supervision of a full-time staff member. For all other students, the graduation studio will involve a rigorous design project that combines the knowledge gained during the whole degree. Limited places are available to enable the high quality lab and studio experience that is integral to the learning methodology. We are looking for students who demand to be challenged by the integration of the newest computing technologies and creative design thinking, and who are ready for a cutting-edge future in interaction design and electronic arts.

The new areas changing our design experience and transforming modern life are pervasive computing (invisible, ubiquitous, pervasive computing, computing using handheld, wearable, mobile and entertainment devices as well as the conventionally-conceived computer interface) that manifests itself in augmented and virtual realities, enhanced collaborative workplaces using distributed computing, real-time collaboration, intelligent and responsive spaces that adapt to and learn about users, ambient computing, visualisation and sonification of meaningful data in elegant and aesthetic forms, data-driven art creating beautiful solutions with information, wearable devices that can reflect social, individual and cumulative experience of the wearer. Digital design in the M.IDEA

combines creative and computational elements in a hybrid artistic and informative or thought-provoking context. Industry is clamouring for designers who understand the humans that use designs and can design for that experience, in other words, designers need to know much more than skills of designing: they also need to think about usability, ergonomics, environmental sustainability in design, energy efficiency, ways that computing can be persuasive and helpful. The contemporary designer will be required to respond to constantly changing design contexts, hardware and software. Understanding the underlying principles of good design practice is fundamental to lasting employability.

The Interaction Design and Electronic Arts staff consists of people with professional and academic experience, and world-renowned artists in interactive art installation and electronic art performance, live-data sonification, creative computing systems, generative music, information visualization, information aesthetics, augmented reality and virtual world interaction, design theory and design practice, inventors of smartwear, e-fashion and collaborative virtual environments used by industry. We are a young, dynamic and highly motivated team engaged in cool research essential to creative industries.

Potential student: artistic, geeky, cool, technophile, designerly, smart, inquisitive and curious, creative, computational, interdisciplinary, interested in meshing humanity and computing, wants a unique professional direction.

3.1.10 Level of award:

- Master's degree by coursework ✓
- Graduate Diploma ✓
- Graduate Certificate ✓

3.1.11 Is this an Honours course? Yes ✓

Honours requirements (if applicable):

A MIDEA(Hons) can be obtained within the 72 credit points by completion of a 24 credit point dissertation.

3.1.12 If the proposal is for a new award course, please indicate if the new course is the result of new resolutions for an existing course?

No ✓

New resolutions for a new course developed at the expense of two related courses.

3.1.13 Name of award that will be conferred upon completion of course:

- Graduate Certificate in Interaction Design and Electronic Arts
- Graduate Diploma in Interaction Design and Electronic Arts
- Master of Interaction Design and Electronic Arts

3.1.14 If the proposal is for a new award course, please indicate which category the proposed course should be allocated to according to the DEST Field of Education and Discipline Area (available from the [Courses and Fees Toolkit](#)):

- DEST Field of Education
- DEST Discipline Area

3.1.15 Credit points required for the award:

- GradCertIDEA – 24cp
- GradDipIDEA – 48cp
- MIDEA – 72cp

3.1.16 Location/campus for student attendance:

Camperdown & Darlington ✓

3.1.17 Are students enrolling in the proposed award course subject to:

Criminal Record Check Yes No ✓

Prohibited Employment Declaration Yes No
 Health Records & Privacy Information Declaration Yes No

3.1.18 Prohibitions:

30cp maximum per semester.

3.1.19 Articulation pathway (if applicable):

Course(s) to which this course articulates		Credit given in articulating course
Code	Name	
CG055	CF055, CC055	full
CF055	CC055	full
CC055		

3.1.20 Units of study offered in proposed award course:

(a). Existing units of study

See 1.2.3.4 and 3.1.20 (b)

(b). New units of study

Table of Units

Core Units			
Code	Title	Credit Points	Session
<i>Note: Masters students should complete two studios and then the Graduation Studio.</i>			
IDEA9101	Experimental Interfaces Lab C) IDEA9102 <i>Odd numbered years only</i>	6	S1 Intensive
IDEA9102	Installation Studio C) IDEA9101 <i>Odd numbered years only</i>	12	S1
IDEA9201	Physical Computing Lab C) IDEA9202 <i>Odd numbered years only</i>	6	S2 Intensive
IDEA9202	Device Studio C)IDEA9201 <i>Odd numbered years only</i>	12	S2
IDEA9103	Virtual Worlds Lab C) IDEA9104 <i>Even numbered years only</i>	6	S1 Intensive
IDEA9104	Cyber Studio C) 9103 <i>Even numbered years only</i>	12	S1
IDEA9203	Time-based Media Lab C) IDEA9204 <i>Even numbered years only</i>	6	S2 Intensive
IDEA9204	Screen Studio C) IDEA9203 <i>Even numbered years only</i>	12	S2
IDEA9301	IDEA Graduation Studio P) 48 credit points including 24 credit points from IDEA(9102, 9104, 9202 and 9204) C) IDEA (9101, 9201, 9103 or 9203) MIDEA students only.	12	S1, S2
Honours Units			

<i>Note: Masters students should complete two studios and both the following units</i>			
IDEA9302	IDEA Research Project P) 48 credit points including 24 credit points from IDEA(9102, 9104, 9202 and 9204) and a WAM of 75 MIDEA students only, <i>Permission required for enrolment.</i> <i>MIDEA students only.</i>	12	S1, S2
IDEA9303	IDEA Dissertation P) 48 credit points including 24 credit points from IDEA(9102, 9104, 9202 and 9204) and a WAM of 75 MIDEA students only, <i>Permission required for enrolment.</i> <i>MIDEA students only.</i>	12	S1, S2

Optional Units			
IDEA9105	Human Computer Interaction	6	S1
IDEA9106	Design Thinking	6	S1
IDEA9205	Art, Technology and Culture	6	S2

SECTION 3 : COURSE INFORMATION FORM AND MARKETING PLAN

PART 2: COURSE INFORMATION FOR UNIVERSITY'S UNDERGRADUATE AND POSTGRADUATE COURSE DATABASE (FOR MARKETING PURPOSES)

- 3.2.1** UAC code: N/A(Undergraduate courses only)
- 3.2.2** CRICOS code: tbc
- 3.2.3** Career opportunities:
- 3.2.4** Areas of study:
- 3.2.5** Assumed knowledge: completed Bachelor degree and demonstrate relevant experience and capacities to the satisfaction of the program coordinator.
- 3.2.6** Minimum education requirements:
Bachelor's degree (pass) ✓

Additional information: demonstrate relevant experience and capacities to the satisfaction of the program coordinator.

- 3.2.7** If the proposal is for a Postgraduate award course, please indicate the course method:
Coursework ✓
- 3.2.8** UAI (for UG only):
- 3.2.9** Additional admission selection criteria: demonstrate relevant experience and capacities to the satisfaction of the program coordinator.
- 3.2.10** If the course is offered to international students please complete the following:
UAI International (for international students only): N/A (Undergraduate courses only)
Other international student entry requirements: Completed Bachelor degree and demonstrate relevant experience and capacities to the satisfaction of the program coordinator.
- 3.2.11** If the proposal is for a Postgraduate award course, please indicate the application closing date:
For local students, closing date for applications is None to be specified
For international students, closing date for applications is None to be specified

- 3.2.12** Will mid-year intake be available for:
- | | | | | |
|-----------------------------------|-----|--------------------------|----|--------------------------|
| Commonwealth-supported students | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| Local fee-paying students | Yes | ✓ | No | <input type="checkbox"/> |
| International fee-paying students | Yes | ✓ | No | <input type="checkbox"/> |

SECTION 3 : COURSE INFORMATION FORM AND MARKETING PLAN

PART 3: MARKETING PLAN

3.3.1 Marketing plan and strategy

Marketing the program involves identifying and seeking out suitably qualified students as well as providing suitable communications material to create awareness in the program and convert this awareness into a desire and subsequently action to enrol in the program.

Seeking out suitably qualified students:

Prospective students will come from a range of backgrounds including:

- Graduates from within the faculty (B Design Computing)
- Graduates from other relevant programs offered by the University of Sydney (eg BVA)
- Graduates from other relevant programs from other Australian Universities
- Suitably experienced practitioners/members of associations such as AIMIA (Australian Interactive Media Industry Association)
- International students – graduates from relevant programs

In proactively seeking out prospective students, the Marketing Unit within the Faculty of Architecture, Design & Planning will incorporate direct marketing and web-based advertising, as well as limited print advertising in relevant trade/professional publications. These will aim to create awareness of the program to prospective students and their employers, as well as provide links for further information.

In addition, a PR campaign will launch the program, with information on the new program disseminated in conjunction with the University's Media Office to industry-specific publications, online news services and supplements.

Where appropriate the Faculty of Architecture, Design & Planning will be represented in key prospective international markets in order to meet directly with prospective students, as well as conduct presentations at trade shows (such as IDP, Austrade etc) on the future of interactive design and electronic arts education and the unique benefits of this program.

Marketing collateral

Web

The Faculty's website will incorporate a dedicated splash page to promote the new program, with detailed information on IDEA Course design and outcomes, including direct links to Unit of Study descriptions.

Where applicable, media content in the form of flash video and animations files will be included to provide prospective students and other audiences (employers, supporters of students etc) with examples of the type of work being researched and taught within the program area in the Faculty of Architecture, Design & Planning. Interviews with staff (and later, students) will also feature on the site.

All marketing material will link back to the website.

The website will also provide forms on which prospective students can register their interest (and links to the IO forms for international students) in the program.

Brochures

The program will feature in the revised Faculty of Architecture, Design & Planning Postgraduate Brochure for 2009 and the next round of IO postgraduate brochures.

Given the highly targeted nature of the program, a smaller brochure, specifically on the IDEA program, will also be produced. This will feature detailed information on why the new program was developed, how the course is structured, whom it is targeted at, what makes the program unique and what the graduate outcomes will be. It is envisioned that this brochure will need to be revised once students have enrolled to incorporate student experiences, and subsequently once graduates from the program have begun applying their knowledge in the field.

Brochure distribution

Brochures will be sent to:

- All people on our database who have requested information on our design computing/digital media programs
- Graduates of relevant USYD programs
- Selected international student agents
- IO for distribution at international events (with/without direct faculty representation)

Events

The IDEA program will be launched during the Postgraduate Information Week held at the University of Sydney 22-26 September 2008.

This will be a key opportunity for prospective students to meet academics to learn more about the program.

Follow-up events, held closer to application deadline time for Semester 1 2009, will provide additional opportunities to promote the course.

APPROVALS

Nominated Faculty Officer

Dean of Faculty (or Delegate)

4.1.7 CRICOS code

CRICOS code of existing award course for amendment or deletion:

048529D Graduate Certificate in Design Science (Design Computing)

048519F Graduate Diploma in Design Science (Design Computing)

048510D Master of Design Science (Design Computing) (72cp)

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053659G Master of Design Science (Digital Media and stream) (96cp)

054073C Master of Design Science (Digital Media) (Honours)

4.1.8 Marketing plan and strategy

Marketing the program involves identifying and seeking out suitably qualified students as well as providing suitable communications material to create awareness in the program and convert this awareness into a desire and subsequently action to enrol in the program.

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- Graduates from within the faculty (B Design Computing)
- Graduates from other relevant programs offered by the University of Sydney (eg BVA)
- Graduates from other relevant programs from other Australian Universities
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In addition, a PR campaign will launch the program, with information on the new program disseminated in conjunction with the University's Media Office to industry-specific publications, online news services and supplements.

Where appropriate the Faculty of Architecture, Design & Planning will be represented in key prospective international markets in order to meet directly with prospective students, as well as conduct presentations at trade shows (such as IDP, Austrade etc) on the future of interactive design and electronic arts education and the unique benefits of this program.

Marketing collateral

Web

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Where applicable, rich media content in the form of flash video and animations files will be included to provide prospective students and other audiences (employers, supporters of students etc) with examples of the type of work being researched and taught within the program area in the Faculty of Architecture, Design & Planning. Interviews with staff (and later, students) will also feature on the site.

All marketing material will link back to the website.

The website will also provide forms on which prospective students can register their interest (and links to the IO forms for international students) in the program.

Brochures

The program will feature in the revised Faculty of Architecture, Design & Planning Postgraduate Brochure for 2009 and the next round of IO postgraduate brochures.

Given the highly targeted nature of the program, a smaller brochure, specifically on the IDEA program, will also be produced. This will feature detailed information on why the new program was developed, how the course is structured, whom it is targeted at, what makes the program unique and what the graduate outcomes will be. It is envisioned that this brochure will need to be revised once students have enrolled to incorporate student experiences, and subsequently once graduates from the program have begun applying their knowledge in the field.

Brochure distribution

Brochures will be sent to:

- All people on our database who have requested information on our design computing/digital media programs
- Graduates of relevant USYD programs
- Selected international student agents
- IO for distribution at international events (with/without direct faculty representation)

4.1.9 Availability of course

Will international students be able to enrol full-time?

Yes

4.1.10 Mode of study

Will international students be able to study the proposed course in “face-to-face” mode for at least 75% of the time each semester?

Yes

4.1.11 Incidental (ancillary) fees

Will the proposed course incur any compulsory costs other than tuition fees and compulsory subscriptions?

No

4.1.10 Commencement semester

Indicate whether entry to the course is possible in each semester.

SEM1or 2

If entry is permissible in Semester 2, please indicate whether subject choice will be restricted and whether the duration of the course will necessarily increase?

4.1.11 English language requirements

Will the minimum English language requirement for the proposed course differ from the usual requirements (i.e. overall IELTS score of 6.5 with a minimum of 6.0 in each band)?

Yes If yes please indicate IELTS equivalent
IELTS of 7 with no band less than 6.5

No

APPROVALS

.....
Dean or delegate

The Proposed Course is suitable for CRICOS registration and International Office processing.

.....
Director International Office

SECTION 5: OFFICE OF STRATEGY IMPLEMENTATION AND SUSTAINABILITY PLANNING

Faculty: Architecture, Design and Planning

Faculty Contact person (Academic Proponents):

Dr Kirsty Beilharz Ext. No: 14031 Email: kirsty@arch.usyd.edu.au
 Dr Andrew Vande Moere Ext. No: 14610 Email: andrew@arch.usyd.edu.au

5.1.1 Type of proposal: **New** ✓
Deletion ✓

5.1.2 Type of course: **Postgraduate coursework** ✓

5.1.3 Name of award course(s)

Name of **new** award course/s:

CG055 Graduate Certificate in Interaction Design and Electronic Arts
 CF055 Graduate Diploma in Interaction Design and Electronic Arts
 CC055 Master of Interaction Design and Electronic Arts

Name of award courses to be **deleted**:

CG044 Graduate Certificate in Design Science (Design Computing)
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 CC144 Master of Design Science (Design Computing and stream) (96cp)
 CC244 Master of Design Science (Design Computing) (Honours)

CG045 Graduate Certificate in Design Science (Digital Media)
 CF045 Graduate Diploma in Design Science (Digital Media)
 CC045 Master of Design Science (Digital Media) (72cp)
 CC145 Master of Design Science (Digital Media and stream) (96cp)
 CC245 Master of Design Science (Digital Media) (Honours)

5.1.4 Abbreviated name

GradCerIDEA
 GradDipIDEA
 MDesIDEA

5.1.5 Date of introduction or deletion

Introduced: Year 2009 Semester 1
 Deletion: Year 2009 Semester 1

5.1.6 Estimated percentage distribution of load across departments in one or more faculties:

Faculty	Department	Estimated percentage of load
Architecture, Design and Planning		100%

5.1.7 Number of semesters required to complete the course in minimum time

GradCertIDEA – 24cp – 1 semester
 GradDipIDEA – 48cp – 2 semesters
 MIDEA – 72cp – 3 semesters

5.1.8 Estimated student enrolments (i.e. head count)

Estimated student enrolments		2009	2010	2011
Commonwealth-supported places	Full-time			
	Part-time			
Local fee-paying	Full-time	12	24	36
	Part-time			
International fee-paying	Full-time	8	16	24
	Part-time			
Total student enrolments		20	40	60

5.1.9 For undergraduate degrees only, please indicate the expected 'carry-on' rate from one academic year to the next.

e.g. the number of students in first year in year 'n' expected to re-enrol in second year in year 'n+1'.

5.1.10 IMPORTANT The University operates within a fixed target for Commonwealth-supported Place (CSP) load. Any new course proposals which include intakes of CSP (HECS) students must be accompanied by an indication of a corresponding reduction in the CSP intake to another degree of similar duration offered within the same Faculty.

Details of proposed reduction:

n/a

APPROVALS

Nominated Faculty Officer

Dean of Faculty or delegate



DR Andrew Vande Moere
Sydney University

Dear Andrew

I was very encouraged to discover that the University of Sydney is planning a new degree course - Master in Interaction Design and Electronic Arts (M.IDEA).

Our present situation is one where the demand for our services in this area (worldwide) is placing enormous strains on our current personnel resources. Frankly we are at a point where if we cannot find more people with the type of skills your course is teaching we will have to restrict our offering to our clients. This would mean a backward step for our company that has worked successfully in the international arena for the past 15 years.

The elements that this course is dealing with have now become the cornerstone of many commercial marketing programs. The idea of delivering messages through interesting and engaging technologies is being embraced by many international companies.

Currently we have contracts with Lexus, Cisco, Scion, Nissan, Cirque Du Soleil and China Mobile that require our personnel to have the skills that your course is teaching. As far as I am aware this is the only course of its kind in Australia and I am very keen for our company to offer a scholarship/prize of up to \$10,000. Needless to say we would be very keen to work with the University to impart some practical and commercial opportunities.

Yours faithfully

A handwritten signature in black ink, appearing to read "Glen Joseph", is written over the typed name and title.

Glen Joseph
CEO
Spinifex Interactive

Subject: M.IDEA proposal

Date: Thursday, 26 June 2008 2:51 PM

From: Barrie Shelton <b.shelton@arch.usyd.edu.au>

To: Kirsty Beilharz <kirsty@kirstybeilharz.com.au>

Cc: Martin Hesse <m.hesse@arch.usyd.edu.au>, Warren Julian <warren@arch.usyd.edu.au>, Megan Kemmis <M.Kemmis@secretariat.usyd.edu.au>

Conversation: M.IDEA proposal

Kirsty,

I've spoken with Megan Kemmis and she is expecting Martin Hesse to send the amended M.IDEA and associated papers tomorrow morning. She has flagged their appearance at next week's AB and they will be included on a supplementary agenda. I have informed her that SCA colleagues have now been through our document and we have discussed it at some length. Our proposal is seen to be substantially different from SCA programs in both intent and content: further, they understand and accept our inclusion of the term 'electronic arts' in the nomenclature.

cheers

Barrie