

# Unit Assignment

## MA Virtual Reality

Unit: Critical Practice and Exploration (PU002329)

### Assignment Information

<p><b>Assignment Title:</b> Critical Practice and Exploration</p>	<p><b>Assignment Type:</b> Holistic</p>	<p><b>Weighting:</b> 100%</p>
<p><b>Submission Deadline:</b>  Thursday 19<sup>th</sup> June 2025 By 3PM (15:00) BST</p> <p><b>Adjusted Assessment Deadline*:</b>  Thursday 3<sup>rd</sup> July 2025 3PM (15:00) BST</p> <p>If you are using additional time please notify us using the following email: Admin Team: <a href="mailto:mida@arts.ac.uk">mida@arts.ac.uk</a></p> <p>Ana Tudor <a href="mailto:a.tudor@lcc.arts.ac.uk">a.tudor@lcc.arts.ac.uk</a></p>	<p><b>Submission Method:</b>  Sharepoint Submission on Moodle</p> <p>Turnitin maximum file size 100MB</p>	<p><b>Group Marking - Individual</b></p> <p>Your work will be marked by a tutor from your course team, and you will be given an individual mark. Your work will then go into the UAL moderation process to ensure that the assessment is fair, accurate and consistent for all students. Group Marking is exempt from the UAL anonymous marking policy as the nature of the assessment process means anonymous marking is not practicable.</p>
<p><b>Date to expect feedback by:</b>  10<sup>th</sup> July 2025</p> <p>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.</p>	<p><b>How you will receive feedback:</b> Via Moodle and the Assessment Feedback tool.</p>	<p><b>Submission Queries:</b> If you have any difficulties submitting your assignment contact: <a href="mailto:mida@arts.ac.uk">mida@arts.ac.uk</a> before the deadline.</p>

\*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

Building on the work in term one, this unit will continue to develop your personal visual language and technical and academic approach to the production of immersive and interactive media experiences. This unit will allow you to focus on specific areas of interest and hone your skills in the techniques and processes that will expand your practice. It will also allow you to explore the expanded field of contemporary still and moving image practice in XR environments, giving you an understanding of the range of advanced principles and professional workflows.

### Brief

The assignment for this unit requires that you work in **teams of at least two people**.

This unit is assessed holistically (100% of the unit). Assessment will be against the specified marking criteria and learning outcomes.

**Please Note: Each group member is required to submit the whole project.**

1. You will **develop an XR experience concept** (max 200 words) that explores the challenges and opportunities of **cross-platform immersive media**. The concept will be embedded in a concrete immersive media application domain (e.g., education, games, experimental art piece, etc.).
2. Based on your XR experience concept, you will create **a cross-platform XR experience** that combines **at least two** of the following XR media: computer-generated VR, 360-degree film, mixed/augmented reality. The cross-platform experience should **not take longer than 20 minutes** across all used platforms.
3. You will work with MA VR peers in a **group of at least 2 people**. We advise you to look for other students with similar subject interests for their final major project (a study buddy to enhance your personal study network). You may look for collaborators outside of the MA VR course.
4. You will develop your cross-platform immersive product via **three user research iterations**:
  - w/c 10<sup>th</sup> February low tech, paper-based concept test
  - w/c 21<sup>st</sup> April 2025, early XR prototype
  - w/c 12<sup>th</sup> May 2025, choose to further develop your work via either formative (UX design) or summative (intended effects of the XR piece) evaluation
5. You will **critically discuss in a group written report (max 2000 words)** the results of your mini-user studies:
  - i. What the cross-platform XR experience is about;
  - ii. What you wanted to improve with each iteration;
  - iii. How you planned and conducted the user research studies;
  - iv. How the content was improved across the platforms, what challenges you identified and what were the solutions to address them;
  - v. **Each of you will write individually how and where you've contributed to the project.**
6. You will carry out research presentations throughout the unit.

7. You will create a research blog with weekly updates that documents your research and development process. The blog may include still images, moving images, design sketches, and include resources used for creative direction, etc.

Important deadlines for group work:

- Please aim for a soft submission on week 29
- Graded submission on week 32, 19<sup>th</sup> June

## **FMP proposal**

Each of you will also be required to submit a proposal for the thesis and final major project. This can be based on your current unit research or on any other original idea.

Content:

A pitch deck that contains:

- Theme of project and research direction – applied XR, narrative XR, or experimental/art project
- Type of XR (VR, MR, cross-platform, etc.)
- If applied XR: state your research question
- If narrative XR: treatment and script outline
- If experimental/art: concept document and proposal
- Include a summary of planned core mechanics

Important deadlines for FMP proposal:

- Suggested completion on w/c 14<sup>th</sup> April 2025. This will allow us to provide feedback to your work before your final submission.
- Include this in your final crit on 13<sup>th</sup> June
- Graded submission on week 32, 19<sup>th</sup> June

## **Assessment requirements**

- XR experience concept as PDF, Turnitin
- Critical report as PDF, Turnitin
- Build folders for the cross-platform experience, Moodle
- Recording of your cross-platform experience, with voiceover, Moodle
- Link to research blog as txt file, Moodle
- A Final Major Project proposal containing a research and practice proposal for your thesis and final major project, Moodle

## **Technical requirements:**

VR content:

- at least one animated virtual human character (e.g., avatar, virtual character). It is possible to use existing 3D models. You can include non-human characters too, animating them is optional.
- includes elements of interface design (e.g. interactive menus)
- includes navigation within and between scenes

- includes spatial sound
- contains interaction with the environment to trigger events

360-degree film:

- may include actors, but not compulsory
- includes spatial sound
- may include VFX, but not compulsory

MR content:

- computer-generated content *or* live action content. You can develop your own assets or use assets from the store.
- include interactive elements
- includes elements of interface design (e.g. interactive menus)
- include sound e.g., voice-over, soundtrack, 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](https://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
<p>Use a range of processes to produce experimental and advanced immersive media outcomes, where relevant scrutinising media for sustainable choices (<b>Enquiry, Knowledge, Process, Realisation</b>)</p>	<p><b>Cross-platform group work</b></p> <p>Enquiry Conduct critical research and analysis to explore innovative approaches in immersive media production, including an evaluation of sustainability considerations and their impact on design choices.</p> <p>Knowledge: Demonstrate an understanding of diverse immersive media techniques and theories by applying them to experimental and advanced outcomes, integrating sustainable practices where applicable.</p> <p>Process Document the creative and technical development journey, highlighting the methods, tools, and strategies employed, with a focus on iterative experimentation and sustainability in the decision-making process.</p>

On completion of this unit, you will be able to:	How the learning outcomes are to be evidenced in this assignment
	<p>Realisation</p> <p>Produce immersive media outcomes that reflect advanced technical proficiency and creative innovation, showcasing a thoughtful integration of experimental methods and sustainable media practices.</p>
<p>Demonstrate an advanced understanding of how virtual reality practice can interrogate technical, cultural and aesthetic themes and concepts and visual culture. <b>(Enquiry, Knowledge, Communication, Process)</b></p>	<p><b>Cross-platform group work</b></p> <p>Enquiry: Conduct a thorough investigation into technical, cultural, and aesthetic themes and concepts in XR practice, drawing on diverse sources and critically analysing their relevance to visual culture.</p> <p>Knowledge: Showcase a clear understanding of the intersections between XR and broader cultural, technical, and aesthetic discourses by applying theoretical insights to your creative work.</p> <p>Communication: Clearly articulate the relationship between your XR practice and the technical, cultural, and aesthetic themes explored, to engage a wide audiences.</p>
<p>Articulate a research context for your own practice that is commensurate with study at MA level and in preparation for your thesis and final major project. <b>(Enquiry, Knowledge, Communication)</b></p>	<p><b>FMP and thesis proposal</b></p> <p>Enquiry: Conduct a detailed investigation into existing research and practices relevant to your area of interest, identifying key gaps, debates, and influences that can shape your FMP and thesis.</p> <p>Knowledge: Demonstrate a critical understanding of the theoretical, and practical foundations that inform your practice, situating your work within broader academic and professional discourses.</p> <p>Communication:</p>

On completion of this unit, you will be able to:	How the learning outcomes are to be evidenced in this assignment
	Clearly articulate the research context and aims of your chosen topic for the FMP and thesis
Showcase your work to peers and collaborators and implement received feedback ( <b>Realisation. Communication, Process</b> )	<p><b>Cross-platform group work</b></p> <p>Realisation: Submit work demonstrating that you can implement the received constructive feedback from tutorials and supervised workshop time in your work.</p> <p>Communication: Present project ideas, development processes, and outcomes effectively through a combination of visual, verbal, and written communication tailored to professional and stakeholder audiences.</p> <p>Process: Demonstrate an iterative approach to development by integrating feedback from peers and collaborators into your work, documenting of changes made, reflections on the feedback received, and the rationale behind your design decisions</p>

## 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:

- Materials and associated production & finishing costs;
- Hiring of additional equipment, venues and other resources;
- Printing, framing, installation, binding of work;
- Travel and fees associated with trips & visits or location working.

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](https://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 available as a printed version in the learning zone, and as a digital version in the Moodle site for your course: [moodle.arts.ac.uk](https://moodle.arts.ac.uk)
- Guides for online submissions are available in the Moodle site for your course: [moodle.arts.ac.uk](https://moodle.arts.ac.uk)
- Guides to Adjusted Assessment can be found on the Disability Service site: [Disability Service](#)