Glasgow School of Art Course Specification
Course Title: Immersive Systems 3 - Industry

Image credit: Omar Said, Wanqing Chen and Zain Benomran, BSc Immersive Systems Design (2023)

Please note that this course specification is correct on the date of publication but may be subject to amendment prior to the start of the 2026-27 Academic Year.

Course Code	HECOS Code	Academic Session
UISD307		2026-27

Course Title	Immersive Systems 3 - Industry
Course Contact	Claire Eaglesham

Credits	40
SCQF Level	9
When Taught	Stage 3, Semester 2

Associated Programmes	BSc (Hons) Immersive Systems Design
Lead School	School of Innovation and Technology (SIT)
Other Schools	N/A
Date of Approval	PACAAG April 2025

Course Introduction

This course provides students with a simulated industry experience, introducing them to the collaborative team working and development practices applied within the immersive systems industry. Working in teams in response to a client brief, the students will be introduced to fundamental cross-specialism collaboration and team organisational practices, both of which are core skills for immersive system application development. In addition, the students will gain valuable experience of end-to-end immersive systems application development. The skills and knowledge taught in this course will further develop throughout the programme as students incorporate collaborative, development and delivery practices into their creative practice within their chosen discipline.

Course Aims

The overall aim of the course is to support students in developing experience and proficiency in collaborative creative practices for cross specialism immersive systems development. Students are tasked with conceptualising, developing and delivering an application to client specifications. The course aligns with established professional processes in the immersive systems disciplines and aims to explore the dynamics, opportunities and challenges associated with group work and client facing delivery.

Course Intended Learning Outcomes

By the end of this course students will be able to:

- Apply professional skills, techniques and practices towards the creative design and delivery processes for an immersive systems application
- Demonstrate an understanding of user experience principles in the development of an immersive systems application
- Apply professional collaborative working practices in the development of an immersive systems application

Indicative Content
The class material introduces students to the foundations of collaborative teamwork and the end-to-end design and development process for immersive systems applications. **Indicative content includes:** • Design process and lifecycle • Developing and refining ideas • Design documentation and communication • Pitching and presenting • Teamwork: task management, collaboration and engagement

Description of Learning and Teaching Methods
This course and its programme are situated within a contemporary Art School environment and self-directed studio activities and initiatives. These have a strong component of **individual student learning** contributing to the discovery and development of self and the discipline of study. As such briefs tend to be opened to interpretation and require students to critically reflect on the nature of their creative response and individual learning. **Lectures and seminars** are used to disseminate theoretical, contextual and historical knowledge and address specific issues underpinning practical work. Lectures also have the broad aim of generating further debate in seminars, tutorials or further enquiry in self-directed learning or research. **Labs, Tutorials, Workshops, and Practical sessions** provide students with hands-on experience. These sessions usually follow or relate to lectures and take place in computer laboratories as practical classes. Lecturers/Demonstrators will be on-hand during the sessions to help students and answer their questions. Tutorials vary between individual student-tutor tutorials, group tutorials and workshops. These provide opportunities for scaffolded problem solving and discussion, and for broader discussion of the programme themes and topics. Input from **visiting lecturers and guest speakers** enable students access to, and understanding of, relevant contemporary practice, research and commercial contexts, practices and expectations. These curricular activities contribute to aid students in developing their own professional practice and prepare for employment. A key component of this course is group work. The learning and teaching methods encourage students to work together, engaging in an intensive collaborative environment similar to that found in a GameJam or Hackathon. Each group is mentored by a lecturer or teaching assistant who provide dedicated support with aspects of both course work and team working. This course is supported by a virtual learning environment tool (Canvas) for the dissemination, discussion and access to relevant course information, and signpost to other relevant teaching and learning platforms used by GSA.

Indicative Contact Hours	Notional Learning Hours
40	400

Description of Formative Assessment and Feedback Methods
Students are supported in their learning through a range of formative assessment activities as they progress through the course. These include: • Engagement in a range of peer review activities • Regular feedback from tutors through in-class discussion and question and answer activities • Written or verbal feedback from tutors on work in progress • Formal Review point halfway through the Course

Description of Summative Assessment arrangements
Summative assessment aligns with the learning outcomes of the course and is directly applicable to the student's individual and chosen pathway of study. Assessment is designed to support students to reflect upon their immersive systems practice, allowing them to not only demonstrate their learning through assessment, but also meaningfully apply their learning to their practice and developing their creative-practitioner identity, professional teamworking and collaborative skills. Students will be assessed on their ability to collaboratively respond to a professional brief and develop an interactive experience. While students work collaboratively for the final submission, group work deliverables and a portfolio demonstrating individual work and contributions are assessed separately to allow individual contributions to be recognised. Group/team assessment will focus on the quality and appropriateness of the materials created towards project production, client interfacing and the final team deliverables. Individual assessment will involve a portfolio of individual work, highlighting that member's contribution to the group work and include a personal reflection. Submissions will be assessed and moderated in line with the Code of Assessment. Reassessment opportunities where a student has not passed the course are outlined in the Code of Assessment.

Description of Summative Assessment Method	Weight %	Submission week
Development and final material for client (group submission)	30 **%**	Week 8
Individual Portfolio (individual submission)	70 **%**	Week 8

Exchange/Study Abroad	
Can this course be taken by Exchange/Study Abroad students?	Yes
Are all the students on the course taught wholly by distance learning?	No
Does this course represent a work placement or a year of study abroad?	No
Is this course collaborative with any other institutions?	No
If yes, then please provide the names of the other teaching institutions	

Reading and On-line Resources
The course indicative Reading and on-line resource list is accessible via Resource Lists. This list will be reviewed and updated annually to reflect course content and subject developments.