Unit Assignment

MA Virtual Reality

Unit: Final Project: Theory & Practice (PU002331)

Assignment Information

Assignment Title: Element 1: Portfolio Element 2: Thesis	Assignment Type: Elemental	Weighting: E1: 50% E2: 50%
Submission Deadline: E1: Thursday 27th November by 3pm (15:00) GMT E2: Thursday 27th November by 3pm (15:00) GMT **Adjusted Assessment Deadline*:** Additional time is not offered for this assignment. If you need to discuss other adjustments, please contact the Disability Service on disability@arts.ac.uk or 020 7514 615	**Submission Method:** Element 1: Moodle, digital submission, max 1 GB OR studio submission Element 2: Turnitin, digital submission: 100MB	**Marking Method:** 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
Date to expect feedback by: 23rd January 2026 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

The aim of this Unit Assignment is to provide an opportunity to work on a project which focuses on your own personal interests in XR. Your project will be underpinned by a thesis, which explores a relevant research question in depth through literature review and analysis of relevant XR experiences. Collaboration with external collaborators or organizations is encouraged.

This assignment consists of two elements: Final Major Project and Thesis

Element 1: Final Major Project (Product and Portfolio of Work) - 50%

Create an XR product which is underpinned by the research and critical analysis within your thesis. The final major project and the portfolio of supplementary design materials represent the culmination of your research abilities. They should reflect your own interests and support your career development.

Product:

· build of the XR experience;
· a screen capture video (walk-through) of the XR 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 different folder than the build folder.
· a weblog containing proof 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).

You can submit your work on Moodle or in person at the college. If you chose to submit in person, please go to room M301a, between 10am - 3pm on 27th November 2025

Element 2: Immersive Media Research Report (Academic writing in PDF form) – 50%

Write a report on a subject of your own choosing and which reflects the work you've done for Element 1. Ensure that the academic writing demonstrates your understanding of broader visual culture, scholarly research, and argument commensurate with study at MA level.

How to approach the Immersive Media Research Report:

· identify a subject of interest that will form the core of your academic writing;
· ensure that the subject of the report reflects the exploration of the topic and matches the research subject of Element 1 – product and portfolio;

· conduct a review of primary and secondary literature containing reflection and critical analysis of journal articles, textbooks and relevant XR content;

- contextualise your own work in the broader XR media context and the broader HCI paradigms;
- include limitations of own research and suggestions for future work;

Depending on the subject of your FMP, you may choose between

- **applied XR**
- **narrative XR**
- **experimental/art**

For the applied XR, the thesis may take the form of an academic report that should include:

- title page, including full name, student number and word count;
- abstract;
- acknowledgements;
- list of tables;
- list of figures;
- body of thesis
  - introduction
  - literature review/theoretical background relevant to your research topic and product and portfolio
  - the research question(s) guiding your work
  - state of the art in the XR media field relevant to your research topic, product and portfolio
  - description of what happens in the experience from the perspective of the user, with relevant screenshots of scenes, avatars, etc.
  - **empirical study is strongly recommended for the applied XR**
  - add a chapter on methodology containing:
    - the specific empirical research question(s) and hypothesis/hypotheses
    - the research design (e.g., qualitative, or quantitative)
    - data collection methods (e.g., interviews, questionnaires, observation sheets for empirical work; arts-based research such as visual art, performance research, etc.)
    - critical analysis of findings/results
    - data interpretation and critical discussion
  - technical and design choices (tools and platforms used, interaction design, challenges and solutions)
  - overall critical discussion of the outcomes of your research;
  - conclusions including limitations of own research and future work;
- references using Harvard Style;
- appendix/appendices for additional materials, such as consent and project info sheets, questionnaires, interview transcripts, observation sheets, etc.

For the narrative XR, the thesis may take the form of an academic report that should include:

- title page, including full name, student number and word count;
- abstract;
- acknowledgements;
- list of tables;

- list of figures;
- body of thesis
  - introduction
  - state of the art (references to other similar narrative XR experiences and how they've influenced your work)
  - narrative development (e.g. description of story world, themes, tone, story structure such as linear or nonlinear, character development if applicable, etc.)
  - description of what happens in the story from the perspective of the user, with relevant screenshots of scenes, characters, etc.
  - XR-specific design choices (choice of XR type for this narrative, how various XR concepts and theories are reflected, techniques borrowed from other media)
  - you may include UX studies, please discuss this with your tutor
  - technical and design choices (tools and platforms used, interaction design, challenges and solutions)
  - overall critical discussion of the outcomes of your research for your XR piece;
  - conclusions including limitations of own research and future work;
- references using Harvard Style;
- appendix/appendices for additional materials, such as consent and project info sheets, questionnaires, interview transcripts, observation sheets, etc.

For the experimental/art, the thesis may take the form of an academic report that should include:

- title page, including full name, student number and word count;
- abstract;
- acknowledgements;
- list of tables;
- list of figures;
- body of thesis
  - introduction
  - state of the art (theoretical and artistic references to XR art history, media art, performance art, influences from other artists and how your work positions within the broader XR artistic discourse)
  - description of the experience from the perspective of the user, including spatial design, moving through the space of the piece (physical, digital, etc.), attention guiding principles, embodiment, etc.)
  - you may include UX studies, please discuss this with your tutor
  - creative process and methods (iterative process, experiments, tests, use of specific tools, etc.)
  - technical and design choices (tools and platforms used, interaction design, challenges and solutions)
  - overall critical discussion of the outcomes of your research for your XR piece;
  - conclusions including limitations of own research and future work;
- references using Harvard Style;
- appendix/appendices for additional materials, such as consent and project info sheets, questionnaires, interview transcripts, observation sheets, etc.

Text editing:

- · Written text: 12 points, 1.5 spaced, include page numbers
- · Word count**: between 6,000 - 8,000 words (excluding appendices & bibliography)**

Learning Outcomes

This assignment will be assessed against five UAL assessment criteria: **Enquiry**, **Knowledge, Process and Communication** . 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 immersive image practice informed by an understanding of visual culture and by scholarly research commensurate with study at MA level. **(Enquiry, Realisation, Communication, Process**)	**Element 1:** Enquiry: – evidenced through identifying a relevant research subject in the broader XR and HCI practice that drives the realisation of the product and portfolio. Realisation: – evidenced through reflecting current XR practice themes and trends in your product and portfolio. Communication: – evidenced through the appropriate choice of XR platform(s) and experience type (e.g. narrative-driven, game-driven, interactive, non-interactive, linear, non-linear, etc.) to express your research output. Process: evidenced through the walk-through video that reflects the creative and research processes.
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)**	**Element 1:** Enquiry: – evidenced in your product by embedding relevant current XR design and development approaches Realisation: – evidenced through appropriate choice of XR elements, such as level design, mechanics, interactivity, etc. that supports your product. Process: – evidenced through a portfolio that indicates the progress of your work from

	early prototype to final product
Define a research question and carry out an appropriate information and methods literature review. **(Enquiry, Knowledge)**	**Element 2:** Enquiry: – evidenced through literature research leading up to the formulation of your research question(s). Knowledge: evidenced through the use of appropriate methodology to guide your research
Produce an academic thesis that provides a critical context for your practice within the broader visual culture. **(Enquiry, Knowledge)**	**Element 2:** Enquiry: – evidenced through use of appropriate and relevant theories and concepts, and methods expressed in an appropriate academic language. Knowledge: evidenced through the production of an academic writing piece that is structured as indicated and that supports your product and portfolio output.
Understand the relevant ethical considerations including cultural diversity representation and accessibility of immersive content development. **(Enquiry, Knowledge)**	**Element 1:** Enquiry: – evidenced in your portfolio through relevant research on diversity and accessibility elements for your product Knowledge: – evidenced through reflecting diversity and accessibility elements in your product **Element 2:** Enquiry: – evidenced through discussing diversity representation, ethical and accessibility considerations of your product in your thesis Knowledge: evidenced through seeking ethical consent on any user testing

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:

- Assets and plug-ins for Unity.
- Purchasing XR experiences for research purposes.

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
- Guides to Adjusted Assessment can be found on the Disability Service site: Disability Service