



Unit Title	Design in the Wild
FHEQ Level	Level 6
Unit Code	USE18303
Credit Value	15
Unit Type	Subject

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	30	Independent Study	60
Supervised access to resources		Preparation for Assessment	30
		Unsupervised Access to Resources	30
Total			150

Unit Description

This unit provides the student an opportunity for the real-world application of their knowledge, skill, and expertise at the highest level of the undergraduate program. Working to industry set live briefs, solutions to real world issues and tasks will be created. (Advocate Principle)

This is an opportunity to demonstrate professionalism, and the ability to position practice in relation to industry. Briefs set may cover a range of fields the UX and UI designer can operate in from research and insight focused projects, digital products delivered through online, device, tangible, and spatial means, data-driven outcomes, designing for change and social impact, or any hybrid of these aspects. (Cultivate Principle)

Briefs may be approached collaboratively. (Collaborate Principle)

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

- UX/UI and creative practice applied to industry
- National and International student brief competitions or bespoke negotiated industry briefs
- Delivering finished projects and presenting them to external clients

- Best practice for working in teams

Unit Aims

To create a portfolio quality project

To engage with contemporary industry and real world briefs

To demonstrate professionalism in practice

To foster dynamic and productive teams

Unit Learning Outcomes

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 7 Employability

Effectively employ professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

Learning and Teaching Methods

Briefings

Lectures

Project work

Seminars

Workshops

Group work

Online activity

Individual Presentations and critiques

Self-directed independent study

Assessment methods and tasks

More detailed assessment tasks will be specified in the brief.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Portfolio of work with supporting physical and digital material detailing project research, process and development.	Unit assessed holistically (100% of unit)

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Deliver a portfolio-ready project (L04, L05, L07)
- Show engagement with contemporary industry and real-world briefs (L05, L07)
- Demonstrate professionalism in practice (L04, L07)
- Show an ability to foster dynamic and productive teams (L05, L07)

Essential Reading list

1. Bayley, Stephen & Mavity, Roger (2007) *Life's a Pitch: How to Sell Yourself and your Brilliant Ideas*, London: Bantam
2. British Design and Art Direction (Various years) *D&AD Student Annual*, London: D & AD
3. *Creative Review* (Journal)
4. *Eye: The International Review of Graphic Design* (Journal)
5. Papanek, Victor (1972) *Design for the Real World*, London: Thames & Hudson.
6. Ries, Eric (2011) *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses*, London: Portfolio Penguin