

1.	<b>Programme Title</b>	BA (Hons) Architecture BA (Hons) IDEAs
2.	<b>Unit Title</b>	Negotiated Brief
3.	<b>HE Level</b>	UG 3 - FHEQ Level 6
4.	<b>Unit Code</b>	ARC16304
5.	<b>Credit Value of Unit</b>	15
6.	<b>Unit Type</b>	Mandatory
7.	<b>Unit Tutor</b>	Tom Fitzsimmons

<b>8. Indicative Notional Learning Hours</b>			
<b>Staff – Student Contact</b>		<b>Independent Study Hours</b>	
<b>Classes</b> (e.g. lectures, seminars and supervised group activity)	20	<b>Independent Study</b> (e.g. project development, reading, research and work on online forums)	50
<b>Supervised Access to Resources</b>	10	<b>Preparation for Assessment</b>	40
		<b>Unsupervised Access to Resources</b>	30
<b>Total</b>	30		120

## 9. Unit Introduction

This is a studio based unit with two elements:

1. documented preparatory work to critically analyse an external brief
2. a design project based on the brief.

The unit provides students with the opportunity to utilise the design skills developed in previous Studio projects to creatively engage with typical 'real world' constraints provided by an externally set brief.

## 10. Aims of the Unit

- To work from a brief set by an external body, often design competitions or other live projects or industrial collaborations.
- To hone the professional and intellectual skills developed at earlier levels of the course with the challenges of creatively interpreting and developing a brief, while working within the constraints of a client's specifications and deadlines.
- To engage with the cutting edge of contemporary practice - in architecture, design or landscape - innovation, risk taking and a personal creative position.
- To sharpen communication skills to meet the requirements of a competition brief and, equally, to present the design orally.

## 11. Indicative Content

The exact curriculum will be directed towards the range of projects in which the cohort engages. However, it will include as appropriate:

- Interpreting and reformulating an external brief;
- Techniques for documentation not requiring oral presentation;
- Succinct report writing and detailing;
- Contemporary and emerging architectural thought and practice;

- Technical innovation and experimentation in contemporary architecture, landscape or design

## 12. Unit Learning Outcomes

In order to successfully satisfy the learning outcomes students are required to engage with the process of learning. The learning outcomes refer to developing the following attributes and must be read in conjunction with these:

GA1.1 Ability to generate design proposals using understanding of a body of knowledge, some at the current boundaries of professional practice and the academic discipline of architecture;

GA1.2 Ability to apply a range of communication methods and media to present design proposals clearly and effectively;

GA1.3 Understanding of the alternative materials, processes and techniques that apply to architectural design and building construction;

Learning Outcome	Marking Criteria	
On completion of this unit students will have:		
1. Prepared and submitted a design competition entry, demonstrating evidence of originality through the critical interrogation of the theoretical propositions and / or other social issues arising from the competition brief; <b>(ref: ARB/RIBA GC1.1, GC3.3)</b>	<input type="checkbox"/> Research <input checked="" type="checkbox"/> Analysis <input checked="" type="checkbox"/> Subject Knowledge <input checked="" type="checkbox"/> Experimentation	<input checked="" type="checkbox"/> Technical Competence <input checked="" type="checkbox"/> Communication & Presentation <input checked="" type="checkbox"/> Personal & Professional Development <input checked="" type="checkbox"/> Collaborative and / or Independent Professional working
2. Demonstrated understanding of and critical insight into a particular design strategy, related to both aesthetic and technical issues in contemporary practice, clearly articulated in a written report <b>(ref: ARB/RIBA GC1.3, GC5.1)</b>	<input type="checkbox"/> Research <input checked="" type="checkbox"/> Analysis <input type="checkbox"/> Subject Knowledge <input checked="" type="checkbox"/> Experimentation	<input checked="" type="checkbox"/> Technical Competence <input checked="" type="checkbox"/> Communication & Presentation <input checked="" type="checkbox"/> Personal & Professional Development <input type="checkbox"/> Collaborative and / or Independent Professional working
3. Presented a design project to tutors for assessment and submitted a design project that can be adequately assessed without oral description or defense.	<input type="checkbox"/> Research <input type="checkbox"/> Analysis <input type="checkbox"/> Subject Knowledge <input checked="" type="checkbox"/> Experimentation	<input checked="" type="checkbox"/> Technical Competence <input checked="" type="checkbox"/> Communication & Presentation <input checked="" type="checkbox"/> Personal & Professional Development <input type="checkbox"/> Collaborative and / or Independent Professional working

Please see the Project Brief for a more detailed explanation of the relationship between learning outcomes and marking criteria.

### 13. Learning and Teaching Methods

This unit will be delivered using a combination of:

- Briefings
- Lectures
- Project work
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Group presentations and critiques
- Self-directed independent study
- Other (describe below):

Exhibitions

### 14. Assessment Methods

#### Assessment Tasks

1. Representation of design concept as defined by brief (plans sections, elevations and 3D drawings as appropriate);
2. A written report (drawings, schedules, diagrams and max 1000 words text) analysing a competition brief and justifying a design objective.

#### Assessment Structure

The assessment for this unit is weighted. In element-based assessment, you must achieve at least an E grade in each element, and an aggregate grade of at least D- in the overall unit. Failure (F, or F-), or non-submission in any element defaults to Fail for the unit.

This unit is assessed through two elements, weighted as follows:

- Design (80%)
- Brief Analysis Report (20%)

**All learning outcomes must be achieved to pass this unit.**

### 15. Reading and Resource List

Butler, J., K. Holden & W. Lidwell (2003) *Universal Principles of Design: 100 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach Through Design* Beverly MA: Rockport;

Collyer, G.S. (2004) *Competing Globally in Architecture Competitions: Meeting New Design Challenges in the Information Age (Architecture in Practice)* Chichester: John Wiley & Sons;

Goodrich, K. (2003) *Design Secrets: Products: 50 Real-Life Projects Uncovered*  
Beverly MA: Rockport.

Müller: W. and M. Gausa (2008) *The Metapolis Dictionary of Advanced Architecture:  
city, technology and society in the information age* Barcelona: Actar

### **Further Reading and Resources**

Further reading and resources will be proposed by the individual student and agreed with the tutor based on their brief and approach.