Unit Title	Major Project 1
FHEQ Level	Level 4
Unit Code	DPR18106
Credit Value	30 credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	120
Supervised access to resources		Preparation for Assessment	60
		Unsupervised Access to Resources	30
Total			300

Unit Description

This unit consolidates the method and skills teaching delivered to date, by testing students understanding and ability to originate product design solutions on design project(s).

Projects on this unit will require students to work under a level of constraint or limitation exposing them more closely to the experience professional practice.

Ideally this unit should involve working with a real client, enabling students to integrate academic challenge with industry practice on a live brief, alternatively this unit could place the student in a roll as design advocate looking at current local or world issues which could be addressed through design intervention, affecting social change. In either case the students will also be challenged to work with a given identity, introducing them to the concept of brand or visual language.

This unit should also further the concept of user experience (UX); building on the user centered design principles delivered in Design Approaches this unit exposes students to the design of connected products where they will gain a basic understanding of digital product design allowing them to experiment with screen based product design, working through paper and digital based prototyping.

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

Development of skills
- Visual language, brand communication, product positioning
- Digital product design, connected products, Internet of Things, screen based UX
- Professional practice in the design industry
- Design intervention, social change

Summarising of Skills taught
- Origination of an idea from a constrained brief, criteria and deadline.
- Presentation skills for a variety of audiences.
- 3D design techniques, sketch model making, functional lash ups and detailed model making.

Unit Aims

- Acquire the ability to respond creatively to a project brief, in a live or constrained scenario.
- Acquire basic knowledge UX design tools and techniques
- Begin to apply task and project management techniques to projects

Unit Learning Outcomes

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Demonstrate a range of tests and solutions, informed by knowledge of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Identify, select and apply an appropriate selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Project Briefing,
- Topic Lectures / Demonstrations,
- Project work,
- Group Tutorials,
- Individual and Group research work,
- Individual Presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
Portfolio of project work with supporting models and digital material, which could include: Research reports, Prototypes, Final models, Pitch presentations, Images of development and final work, Blog, Presentation sheets.	This unit is assessed holistically 100% of the 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.

1. Design projects communicated through a presentation of the design journey and a final physical and digital outcome. (LO5)
2. Demonstration of a basic understanding and application of a visual language / brand language and positioning (LO 5)
3. Demonstration of a full iterative design process (LO 2,3,4)
4. Demonstration of the ability to work within a constrained challenge (LO3)
5. Demonstrated an ability to experiment with concepts, analyse and progress a Digital product design (UX), to a conclusion in 2D (LO2)
6. Demonstrated an ability to experiment with concepts, analyse and progress a physical idea to a conclusion in 3D (LO2)

Essential Reading list

1. Chipchase, J, 2013, **Hidden in plain sight : how to create extraordinary products for tomorrow's customers,** Harper Collins

2. Goodwin, K, 2012, **Designing for the digital age : how to create human-centered products and services,** Wiley

3. Hunt, R, 2014, **Product design for the web : principles of designing & releasing web products,** New Riders
4. King, S, 2016, **Understanding industrial design : principles for UX and interaction design,** O'Reilly
5. Newbery, P 2013, **Experience design : a framework for integrating brand, experience, and value,** Wiley
6. Norman, D, 2013, **The Design of Everyday Things, revised and expanded edition,** Basic Book
7. Steane, J, 2014, **The principles & processes of interactive design,** Bloomsbury
8. Thompson, R, 2013, **Sustainable materials, processes and production,** Thames and Hudson

Urls:

www.britishscienceassociation.org

Site resources:
Material ConneXion physical and digital database