Unit Title	Major Project 3
FHEQ Level	Level 6
Unit Code	DPR18302
Credit Value	45 Credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	90	Independent Study	360
Supervised access to resources		Preparation for Assessment	
		Unsupervised Access to Resources	
Total			**450**

Unit Description

This unit is an opportunity for the student to take responsibility for one or more self initiated design projects from concept through to completion. The unit is comprised of a Major Project and a Major Project Report

Major Project

Each student is required to prepare and present a consolidated body of work culminating in the final assessment presentation. This body of work should result in a clearly resolved design which demonstrates the application of appropriate research methods, mature reflection and analysis, increasing clarity of focus and synthesis of ideas and process. The student is encouraged to contextualise his/her individual practice, with the opportunity to embark on industrial collaborations or consultations where appropriate, considering environmental, social and economic challenges facing society. The Major Project submission will embrace completed work, together with research and supporting studies sufficient to assess the learning outcomes associated with this unit.

Major Project Report:

The Major Project Report accompanies the major project. The format of report will be determined by the breakdown of the major project. The aim of this unit is for students not only to record the progress of their major project and the issues that arise during the progress of the project but also for them to develop and respond to a range of reflective issues. The Report should be a document with a substantial amount of sourced and collated data. The document should report the progress of the project and the impact of the challenges met. It should be written and presented to an exceptionally professional standard that would be suitable for presentation to industry or a prospective employee. 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

- Defining and framing a 'problem' in response to user needs
- Recording of and application of user centered, primary design research in the ideation and development of a design project.
- Current issues in and around the design industry
- Communication of the design solution, its use and intent
- Communication of the design journey demonstrating a clear application and resolution of an iterative design process
- Professional level of design specification of material, manufacturing process and finishing
- Time management of a complex project from conception to realisation

Unit Aims

This unit aims to give students the opportunity to demonstrate expertise in:

- the initiation of a project brief in context to the dissemination of key information gathered from research of a topic
- the value of engagement with users as part of a user centred design process.
- the intervention of design on key and current social issues
- application of sustainable thinking
- the documentation of design thinking and a project journey
- the ability to communicate at a professional level both in 2D and 3D
- the ability to take a design solution to near manufacture level of specification.
- the management of a project from concept through to completion

Unit Learning Outcomes

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

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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 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

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

LO 8 Professional Identity
Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Project Briefing,
- 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)*
Major project report	40%
Major project and supporting material Could include: Final models	60%

Prototypes Images and Video Sketches Presentation boards	

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.

Major Project Report

- Analyse critically the main opportunities, factors, issues and contexts relating to the brief and synthesise these in the design report and resolution (LO1,6)
- Demonstrate record of design thinking, and iterative design in the communication of the design project (LO3)
- Demonstrate evidence of the use and analysis of user centered primary research in the evolution of the design project (LO 1,2,3,4,)

Major Project and supporting materials

- Evidence of professional project management (LO6,7)
- Demonstrate technical, commercial/social and professional thinking; show how this has influenced on the final design proposal (LO1,2,3,4,5,6)
- Demonstration of analysis and interpretation of project constraints (LO4)
- Presentation of creative design solutions in response to a defined need within a time framework (LO2,3,4,5,6,7,8)

Essential Reading list

1. Bramston, D, 2016, **Idea searching for design : how to research and develop design concepts,** Bloomsbury

2. Brownell, B, 2010, **Transmaterial 3 : a catalog of materials that redefine our physical environment,** Princeton Architectural Press

3. Chapman, J, 2015, **Emotionally Durable Design: Objects, Experiences and Empathy,** Earthscan

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

5. Klein, N, 2014, **This changes everything: capitalism vs the climate,** Simon & Schultser

6. Lewis, K, 2015, **Graphic design for architects: a manual for visual communication,** Routledge

7. Newbery, P 2013, **Experience design : a framework for integrating brand, experience, and value,** Wiley

URLs
https://www.ideo.com/post/method-cards

www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond