



Unit Title	Major Project
FHEQ Level	UG 3 - FHEQ Level 6
Unit Code	MGR18304
Credit Value	30 Credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	60	Independent Study	70
Supervised access to resources	0	Preparation for Assessment	60
		Unsupervised Access to Resources	110
Total			300

Unit Description

This unit enables you to consolidate and integrate your skills and to apply them in a sustained manner to a major motion graphics design project. You will identify a complex area of enquiry and will be required to create a brief that offers the opportunity for you to both create a substantial and coherent final piece of design and also engage in a significant amount of research and development.

You will be required to create a substantial individual report that describes the research, development process and final solutions involved in the project and allows you to reflect on decisions made, issues arising, the impact of constraints and to evaluate the final design.

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 a substantial project requiring a comprehensive design solution.
 Consideration of the role of design in informing and promoting social change
 Consideration of purpose of proposed project in relation to motion graphics
 Defining and framing a brief to support the project proposal
 Origination and production of creative design solutions
 Recording the creative process and reflecting on it
 Project management
 Report writing and presentation skills

Unit Aims

To explore the potential for a significant motion graphics centred project

To explore the potential for motion graphics to impact on social issues

To engage in substantial research that underpins the final project

To develop skills in developing a project idea and writing a creative brief

To develop skills in presenting a project proposal

To develop skills in recording creative development and reflecting on it

To create a substantial motion graphics based project with a range of elements

Unit Learning Outcomes

Level Six

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 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

Learning and Teaching Methods

Briefings
Workshops
Seminars
Individual presentations and critiques
Self directed independent study
Personal blogs

Assessment methods and tasks

At the formative assessment you are required to deliver, in person, a presentation of your work in progress including a formal outline of the project proposal, storyboards and development work. This will be taken into account when arriving at the final grade for the unit.

The final submission will take into account how well the project fulfils the brief, and also the quality of design and conceptual thinking.

You are required to present a substantial written report containing background research, design research and development plus reflection and analysis of the final outcome and the design process.

Assessment tasks	Weighting (%) (one grade or multi-grade unit)
Major project outcomes, storyboard, project presentation, research and development	75%
Project report	25%

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.

Has the student identified and written a brief for a subject that has the potential to deliver a substantial design project that requires significant research and development, and submitted a satisfactory design proposal / brief? LO1, LO2

Has the student delivered a satisfactory formative presentation of work in progress, including storyboards, both online and in person? LO5

Does the final outcome fulfill the requirements of the original brief, and has the student explored a range of solutions in response to the brief? LO5, LO6

Does the final outcome show a suitable level of design skill, creativity and technical execution? LO4

Does the project report contain significant research and development that underpins the final project submission, contain reflection and analysis of the design process and the final outcome of the project? LO1, LO2

Learning outcomes: LO1, LO2, LO4, LO5, LO6

Essential Reading list

1. Bruce Hanington, Bella Martin (2012): Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions, Rockport
2. Ezio Manzini (Author), Rachel Coad (Author) (2015): Design, When Everybody Designs: An Introduction to Design for Social Innovation, MIT Press
3. Gjoko Muratovski (2016): Research for Designers, Sage Publications Ltd
4. Helen Armstrong (Editor), Keetra Dean Dixon (Introduction) (2016): Digital Design Theory: Readings from the Field (Design Briefs), Princeton Architectural Press