



Unit Title	Major Project
FHEQ Level	Year 3
Unit Code	USE18304
Credit Value	30
Unit Type	Subject

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

Unit Description

This unit is an opportunity for you to take responsibility for one or more self-initiated design projects from concept through to completion, with opportunities to explore relationships with industry partners. (Originate Principle, Advocate Principle)

Throughout the project(s) you are encouraged to explore the wider issues surrounding your work, such as environmental factors like sustainability and scarcity of resources, societal and cultural references, technological processes, and the many business models that exist to bring products to market. (Collaborate Principle)

This exploration should demonstrate mature reflection, an awareness of industry opportunities, and increasing clarity of focus in your practice. (Cultivate 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

- Defining and framing a ‘problem’ in response to user needs
- Recording the design process and reflecting on it
- Current issues in and around the design industry
- Communicating at a professional level
- Advanced techniques in software prototyping and development

- Managing a complex project from conception to realisation

Unit Aims

Develop skills in initiating a project brief and fully researching an area of interest.

Understand the need to engage with different classes of users as part of the research and testings stages of the user-centred design process.

Explore the wider issues surrounding the subject area such as social values, environmental constraints and opportunities, innovation, and business models.

Document the strategy, concept, creative development, production process and solution of the final major project(s) in a professional format.

Refine professional software development and visual design skills in support of a personal aesthetic.

Allow the student the opportunity to manage their 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 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 8 Professional Identity

Align our professional identity as a practitioner with a viable career context.

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)
<ul style="list-style-type: none">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.

- Show skills in initiating a project brief based on a fully-researched area of interest (L01, L02, L05)
- Show engagement with different classes of users as part of the research and testing stages of the user-centred design process (L04)
- Show an understanding of the wider issues surrounding the subject area (L01, L04, L05)
- Delivery documentary evidence of strategy, concept, creative development, production process and solution (L04, L05)
- Show refined skills in software development and visual design in support of a personal aesthetic (L04, L08)
- Show professional project management skills for the project from concept through to completion (L04, L05)

Essential Reading List

1. Adrià, Ferran, Soler, Juli and Adrià, Albert (2010) *A day at elBulli*, London: Phaidon
2. Sharp, John (2002) *The management of a student research project*, London: Gower.
3. Turkle, Sherry (2012) *Alone together*, New York: Basic Books.