



Unit Title	Design Fiction
FHEQ Level	Level 5
Unit Code	EDPR181
Credit Value	15
Unit Type	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	25	Independent Study	50
Supervised access to resources	12.5	Preparation for Assessment	50
		Unsupervised Access to Resources	12.5
Total			150

Unit Description

In this unit you will be introduced to different methods of fictional storytelling in a range of design disciplines. You will explore fields such as speculative and critical design and will be introduced to work of designers from a range of disciplines who use fiction as part of their work or process. (Cultivate)

The unit will discuss utopias, dystopias and future ethics in design. You will explore and critique aspects of the present and future using narrative techniques. This could be for the purposes of encouraging debate about a certain topic, increasing public knowledge of a particular topic, shaping government policy, influencing the direction of scientific research, or supporting a commercial design proposition. (Advocate)

You will use techniques such as visual storytelling, narrative building, and future forecasting to create a multi-disciplinary design project.

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

Assigned readings and in-class handouts about relevant design practitioners, organisations, and commercial companies in design-related sectors.

Analyses of fictional products, services and systems.

Design fiction and futures workshops

Unit Aims

Improve ability to create narrative to support design work

Help develop advanced visual communication skills in different formats

Develop critical practice responding to contemporary and anticipated future issues

Introduction to fictional scenarios as a design outcome

Improve ability to work and think across disciplines

Unit Learning Outcomes

LO 2 Concept/Ideation

Analyse research materials leading to the generation of the ideation and concepts that inform and lead to project development.

Related Principle: ORIGINATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation / Storytelling For Influence

Select and employ effective methods of presentation and communication of projects in considering the audience/client and the purpose of the work, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

Learning and Teaching Methods

Combination of:

Briefings

Lectures

Project work

Tutorials

Workshops

Group work

Online activity

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: Written reports, Prototypes, Video/moving image work, Pitch presentations, Photography, Images of development work, Blog, Presentation sheets.	This unit is assessed holistically 100% (pass/fail)

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.

Visual Communication - Ability to communicate design ideas in a range of 2d and 3d visual formats (LO5)

Research - Ability to gather information appropriate to the requirements of a brief (LO2)

Critical thinking - Ability to think critically about a range of contemporary design issues and relate this to your own practise (LO6)

Experimentation and risk taking - Demonstrate creative thinking and ability to move out of your creative comfort zone (LO2)

Technical Competence - Demonstrate understanding of technical systems and demonstrate technical skills (LO2 LO4)

Essential Reading list

1. Cook, P. (1999). *Archigram*. New York: Princeton Architectural Press.
2. Dunne, A. and Raby, F. (2014). *Speculative everything*. [S.I.]: MIT.
3. Klanten, R. and Losowsky, A. (2012). *Visual storytelling*. Berlin: Gestalten Verl.
4. Malpass, M. (n.d.). *Critical design in context*.
5. REEVES-EVISON, J. (2017). *FICTION AS METHOD*. [S.I.]: STERNBERG PRESS.
6. Ryan, M. (2004). *Narrative across media*. Lincoln: University of Nebraska Press.