



Unit Title	Emerging Technologies in Design
FHEQ Level	Level 5
Unit Code	EDPR182
Credit Value	15
Unit Type	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	20	Independent Study	50
Supervised access to resources	17.5	Preparation for Assessment	50
		Unsupervised Access to Resources	12.5
Total	37.5		112.5

Unit Description

The unit provides you with a current map of emerging technologies used in the communication and design industries with a view to fostering cross-disciplinary working and preparing you for the contemporary multi-disciplinary world of the creative industries (collaborate, originate). You will gain understanding about the role of technology strategy and planning as well as a detailed knowledge of the project management and communication skills involved in developing technology-based projects (integrate). You will also focus on the core principles and technologies that underpin your subject specialism and through a combination of expert guidance and peer-assisted learning gain advanced skills in areas relevant to the development of your project work.

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

The unit requires students to experiment with technology both individually and in groups. Working with the different technologies you are aided to think beyond your subject specialism with more confidence and to develop collaborative skills.

In the projects you will conceptualise and bring to prototype your ideas; consider in parallel possible technical solutions; and iterate – as in a professional environment – between concept and articulation.

You will be encouraged to address the main processes, methods and industry standards required in a professional environment.

Through a complimentary series of seminars, you will develop understanding and reflect upon your developing practice in relation to current theoretical perspectives and new discourses in the subject area. You will document and reflect upon the development of your learning in the projects and relate it back to your design process within your subject area.

Unit Aims

Develop a critical awareness of the issues involved in selecting emerging technologies or using technologies in creative new ways whilst at the same time completing projects to deadline and to the client's satisfaction.

Contextualise and evaluate your own creative principles and practice against leading innovators and practitioners in the creative and cultural industries, in order to establish rigorous design methods and professional standards.

Gain a critical view of the key design and technological principles that underpin the development of leading edge communication platforms, rapid prototyping, emerging interactive media and physical computing.

Unit Learning Outcomes

LO 1 Research/Inspiration

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

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

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

Related Principle: COLLABORATE

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
- Seminars
- Workshops
- Group work
- Online activity
- Individual Presentations and critiques
- Group 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 and experimentation, Pitch presentations, Images of development and final 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.

Technical competence - Show an understanding of technical systems and link this to your design practise (LO4)

Research - Ability to gather a range of information appropriate to the given brief (LO1)

Analysis - Ability to interpret information in a creative and accurate manner (LO6)

Experimentation - Demonstrate comfort and ability to take creative risks (LO3)

Essential Reading list

1. Goodman, M. (2016). *Future crimes*. [London]: Gorgi Books.
2. GREENFIELD, A. (2018). *RADICAL TECHNOLOGIES*. [S.I.]: VERSO BOOKS.
3. Lanier, J. (2014). *Who owns the future?*. London [u.a.]: Penguin.
4. Maeda, J. (2006). *The laws of simplicity*. Cambridge, Mass.: MIT Press.
5. BASTANI, A. (2018). *FULLY AUTOMATED LUXURY COMMUNISM*. [S.I.]: VERSO BOOKS.
6. Weinersmith, K. and Weiner, Z. (2017). *Soonish*. New York: Penguin Press.