STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Objects and Experiences		
Module Code	UBLFY9-30-1	Level	Level 4
For implementation from	2018-19		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Architecture and the Built Environment
Department	FET Dept of Architecture & Built Environ		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Educational Aims: See learning outcomes. **Outline Syllabus:** This Standard Module covers the fundamentals of the end user experience through product interaction and service design. Topic exercises and projects are based upon: design semantics, product language, brand, user experience, feedback, service mapping through research, role playing, interviewing, scenario mapping. Projects will typically be presented in a viva peer format accompanied by a written/graphic report for formal assessment. **Teaching and Learning Methods:** Teaching and Learning Strategy for this module is studio project based learning in which a topic lecture will introduce the students to the assigned or coming up exercises and/or project which supports and frames their acquisition of topic specific knowledge and skills. The exercises and projects are designed to facilitate competency acquisition through the didactic and applied learning, building knowledge through the introduction of new subject matter and reinvestment of gained knowledge and skills. The tutorial portion of the studio time is designed for the learner to have access to tutorial support, work in the close proximity of classmates and to self-assess his/her progress through the exercises and/or projects. Exercise and Project work outside of scheduled hours is an essential component to the

1

successful completion of the assigned work with an average time investment of 6+ hours per week. Students will be expected to come prepared for the module sessions with in-process or completed work and supplies.

At times though the run, students are required to pre-read on topics and selected materials, research and orally present on the topic.

Projects and course work is assessed through viva (oral presentations) "pinup" and project demonstrations in front of the students, peers and tutors.

Feedback will be in the form of direct verbal and/or written. Marking criteria and assessment format will be clearly indicated on the Project Brief made accessible to the students at the beginning of each project.

Knowledge and Skills reinvestment from parallel running modules are formative and essential for progression through the curriculum.

Additional tutorial support is offered through individual appointments with the module tutors and through PAL.

Part 3: Assessment

The assessment strategy in this standard module is based upon evaluations of the process and the outcomes of the completed projects and presentations (controlled conditions viva)

To best mimic professional practice the following assessment strategy has been adopted.

Summative Assessment: Projects are evaluated on subject specific criteria clearly stated on each project brief at the outset of each project:

Projects are evaluated in both peer critiques (controlled condition evaluations) and direct submissions. These presentation critiques are held during term time and during the examination period. Typical presentations are 15 to 20 minutes in duration including the formal presentation and feedback from peers and tutors. (A)

Graphic/Written document, which represent and support the verbal presentation and 3D work, consist of student generated and cited graphic images and written content. In a typical submission the written content ranges from 500-2000 words. (B)

Submission of a process book that demonstrates the depth and breadth of research and synthesis in to the iterative process of developing a design concept. (B)

Group/Team work is based on an overall group score and an individual mark. (B)

An overall mark percentage of professionalism is allotted to assess aspects of participation and engagement. (B)

Formative Assessment: Regular "in-process" critiques and one-to-one tutoring is given throughout the development process of the projects.

Feedback: Peer and tutor feedback is provided during the development process of the projects, during the project critiques.

First Sit Components	Final Assessment	Element weighting	Description
Project - Component B		38 %	Individual project (82 hours)
Project - Component B		37 %	Group project (82 hours)
Presentation - Component A	✓	25 %	Verbal Presentation of project (FINAL ASSESSMENT)

Resit Components	Final Assessment	Element weighting	Description
Project - Component B		75 %	Comprehensive project
Presentation - Component A	✓	25 %	Verbal presentation of project

Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	Reference
Analyse patterns of consumer behaviour within a given scenario and demonstrate the influence that design may exert upon them	MO1
Research, select, evaluate, manipulate and manage information relevant to the analysis and synthesis of product design solutions	MO2
Objectively involve identified end users of a product or service as co-designers within the design process	MO3
Analyse objects and/or services and trends in their socio-cultural context	MO4
Communicate one's design development process	MO5
Write a Product Design Specification (PDS), design reports and present design ideas in a rational and coherent manner	MO6

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	60
	Total Independent Study Hours:	60
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	96
	Project work (individual or group)	144
	Total Scheduled Learning and Teaching Hours:	240
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/modules/ublfy9-30-1.html

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Interior Architecture [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Interior Architecture (International) [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19

Interior Architecture (International) [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19

Interior Architecture [Sep] [FT] [Frenchay] [3yrs] BA (Hons) 2018-19

Product Design [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Creative Product Design [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19

Creative Product Design [Sep][SW][Frenchay][4yrs] BA (Hons) 2018-19

Product Design [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19