MODULE SPECIFICATION

Part 1: Information			
Module Title	Product Design Studio 1		
Module Code	UBLFEA-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:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Educational Aims: See learning outcomes.

Outline Syllabus: This Studio module is an introduction to the Design Process through project themes as follows: Semantic Forms, Human Factors, Brand Values and Sustainable Design.

Topics covered within these themes include: Semantics, Product photography, Ergonomics, Anthropometrics, Branding, Colour Theory, Sustainable Issues, EcoAudit Assessment, Basic Design for Manufacture.

The aim of the syllabus is to combine all the skills based modules, introduced throughout the first year, in applied contextual themes.

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 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 successful completion of the assigned work with an average time investment of 12+ hours per week. Students will be expected to come prepared for the studio sessions with in-process or completed work and supplies.

At times though the year students will be 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” critiques and project demonstrations in front of the students peers and tutors.

Feedback will be in the form of direct verbal and/or written coming from both the tutor(s) and fellow students. 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 assessable criteria 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 project module is based upon evaluations of the process and the outcomes of the completed projects. 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 5 to 10 minutes in duration including the formal presentation and feedback from peers and tutors.

Graphic/Written document, which represent and support the verbal presentation and 3D work, consist of student generated and cited graphic images and written content.

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.

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

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 evelopment process of the projects, during the project critiques.

First Sit Components	**Final Assessment**	**Element weighting**	**Description**
Project - Component A	✓	100 %	4 design projects & a final portfolio
Resit Components	**Final Assessment**	**Element weighting**	**Description**
Project - Component A	✓	100 %	Comprehensive 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
Communicate one's design development process	MO1
Demonstrate an awareness of social and environmental impact and the application of sustainable design principles	MO2
Integrate principles of Design Thinking into one's own work	MO3
To constructively work in Teams or Groups	MO4
Select and use various 2D, 3D and CAD techniques to design intent and detail	MO5
Research, select, evaluate, manipulate and manage information relevant to the analysis and synthesis of product design solutions	MO6
Apply principles of design semantics and the role in the design process	MO7
Apply principles of design semantics and the role in the design process	MO8

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/ublfea-30-1.html

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Product Design Technology [Sep][FT][Frenchay][3yrs] BSc (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 Product Design Technology [Sep][SW][Frenchay][4yrs] BSc (Hons) 2018-19