Module Specification

Product Design Studio 1

Version: 2023-24, v2.0, 08 Aug 2023

Contents

Part 1: Information

Module title: Product Design Studio 1

Module code: UBLFEA-30-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

College: Faculty of Environment & Technology

School: FET Dept of Architecture & Built Environ

Partner institutions: None

Field: Architecture and the Built Environment

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

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.

Part 3: Teaching and learning methods

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Communicate one's design development process

MO2 Demonstrate an awareness of social and environmental impact and the application of sustainable design principles

MO3 Integrate principles of Design Thinking into one's own work

MO4 To constructively work in Teams or Groups

MO5 Select and use various 2D, 3D and CAD techniques to design intent and detail

MO6 Research, select, evaluate, manipulate and manage information relevant to the analysis and synthesis of product design solutions

MO7 Apply principles of design semantics and the role in the design process

MO8 Apply principles of design semantics and the role in the design process

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 60 hours

Face-to-face learning = 96 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ublfea-30-1.html

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:

Project (First Sit)

Description: 4 design projects & a final portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Project (Resit)

Description: Comprehensive project

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Product Design [Frenchay] BA (Hons) 2023-24

Product Design Technology [Frenchay] BSc (Hons) 2023-24

Product Design {Foundation} [Frenchay] BA (Hons) 2022-23

Product Design Technology {Foundation} [Frenchay] BSc (Hons) 2022-23