



Module Specification

Product Design Studio 3

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Part 1: Information

Module title: Product Design Studio 3

Module code: UBLFFA-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Architecture & Built Environ

Partner institutions: None

Field: Architecture and the Built Environment

Module type: Module

Pre-requisites: Creative Product Design Studio 2023-24

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module is a continuation of Level 2 Design Studios bringing together the Product Design technology and the Creative Product Design subject spines into multidisciplinary collaboration on projects to greater reflect the nature of work in the profession.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The subject matter will cover a range as follows:

Human Centred Design

Analysing and defining socio-cultural events and trends from an effectual and affectual perspective.

Design for Industry

Responding to an externally set design brief from industry

Sustainable design integration

Analysing and integrating evaluated choices in design development from environmental, social and ethical perspectives

Note: all elements are not weighted equally in study or assessment time.

The structure of this module is to synthesize attained and new skills and knowledge.

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 contextual information, skills or general information which supports and frames their acquisition of topic specific knowledge, skills and supports their project work.

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 successful completion of the assigned work with an average time investment of 17+ 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.

As a 30 credit module, students are expected to study for a total of 300 hours across the year. This time requirement is allocated as follows:

140 hours contact time that includes lecture based sessions, small-group design seminars (providing tutorial support for on-going project work), feedback sessions, skills workshops and demonstrations, and one-to-one sessions as appropriate.

160 hours self-directed learning, including sessions within a timetabled design studio space, in which students are expected to prepare for, develop and resolve design projects, as well as respond to feedback and prepare final presentation material and portfolio content.

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

- MO1** Applying creative and logical thinking processes as well as design methodologies to the creation of design solutions
- MO2** Communicating one's design development process
- MO3** Awareness of social and environmental impact and the application of sustainable design principles
- MO4** Selecting and using various 2D, 3D and CAD techniques to design intent and detail
- MO5** Researching, selecting, evaluating, manipulating and managing information relevant to the analysis and synthesis of product design solutions
- MO6** Applying analytical skills in relation to designed objects including the ability to undertake visual analysis and to analyse designed objects in relation to their context
- MO7** Applying a systematic approach to problem solving using appropriate, methodologies, design tools and techniques
- MO8** Successful team working

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 160 hours

Face-to-face learning = 140 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ublffa-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ublffa-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy in this 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.

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.

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.

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

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.

Assessment tasks:

Project (First Sit)

Description: Individual project

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Project (First Sit)

Description: Group project

Weighting: 50 %

Final assessment: No

Group work: Yes

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

Project (Resit)

Description: Individual project

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Project (Resit)

Description: Group Project

Weighting: 50 %

Final assessment: No

Group work: Yes

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 Technology [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Product Design [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Product Design Technology [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Product Design Technology {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons)
2020-21

Product Design {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Product Design [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Product Design {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Product Design Technology {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons)
2019-20