MODULE SPECIFICATION

Part 1: Information			
Module Title	Design Futures		
Module Code	UBLFUF-15-3	Level	Level 6
For implementation from	2019-20		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Environment & Technology	Field	Architecture and the Built Environment
Department	FET Dept of Engin Design & Mathematics		
Module type:	Project		
Pre-requisites	Creative Product Design Studio 2019-20		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Educational Aims: The primary purpose of this module is to help students develop the ability to adapt to changing trends within the professional design industry. A profession which constantly updates in response to changes in society, technology, materials and the environment.

Outline Syllabus: This module will be delivered through, lectures, readings and seminar discussion. Students will undertake a portfolio of practical design projects which will be presented in an exhibition format.

In order to stay current the nature of the specific projects and themes explored in this module will adapt to match emergent trends in; society, technology, materials and the environment. They are likely to include such themes as:

Design Futures, Trends and Fashion

Today designers and architects are playing an increasingly important role in analysis of the future and becoming trend experts, creating a new generation of products and environments that will change the way we live. In aligning design with new technologies, reinventing the spaces in which we live and work, and how we experience the human body emerging trends can be understood.

Design Semantics and Emotional Response

Designing products to communicate "meaning" with the user at an emotional level. For example, "products triggering happiness within a specific socio-cultural group"; which product attributes help in the communication of positive emotions; and how to evoke such emotions through a product. Case studies of successful or award winning products that convey or evoke emotions in the users in order to define "good design" criteria.

Experimental Design

It may incorporate the exploration of new technologies, new product categories or new contexts, forming the basis of advanced research at a later date. It is not expected to produce a market ready proposition instead the results should point towards future industrial application or commercialisation possibilities. Rigour in research methodology and an intelligent formation of a hypothesis are important features as well as innovative and explorative experiments and results.

Ideas Searching, Brief Creation and Creativity

Both practical and theoretical methods for creativity and developing new briefs, new ideas and new products will be explored.

Teaching and Learning Methods: Teaching and Learning Strategy for this module is studio project based learning, with supporting lectures to introduce students to the topic specific knowledge, skills and techniques to support their project work.

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 10 hours per week over 1 semester.

Students are required to undertake self directed research on topics and selected materials.

Feedback will be in the form of direct verbal and 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.

Part 3: Assessment
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 the final exhibition. There will include a critique (controlled conditions). Typical duration: 10 minutes including feedback from peers and tutors.

The exhibition may include; 3D models, prototypes, pin up posters and/or video as appropriate to support the individual student's project.

A graphic portfolio document of 10-20 pages should present the work to potential employers.

Submission of process/sketch books that demonstrates the research and the design process.

Formative Assessment: Regular "work-in-process" critiques and one-to-one tutoring throughout the projects.

Feedback: Peer and tutor feedback throughout the module and at exhibition critiques. Self assessment at the exhibition. Written feedback on completion of the module.

STUDENT AND ACADEMIC SERVICES

First Sit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	100 %	Design exhibition including portfolio and sketch books
Resit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	100 %	Revised project portfolio and sketch books

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
Analyse objects and/or services and trends in their historical context	MO2
Employ Critical Analysis	MO3
To develop creativity by investigating, researching and exploring a new design theme. Hence generating new briefs, ideas and conceptual designs	MO4
As a professional designer. How to adapt to match emergent trends in; society, technology, materials and the environment	MO5

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/modules/ublfuf-15-3.html	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: