MODULE SPECIFICATION

Part 1: Information			
Module Title	Design Communication		
Module Code	UBLFC8-30-1	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		
Contributes towards	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		
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 project module is an introduction to principles of visual design communication through design concept sketching/rendering, 3D concept modelling and fundamentals of CAD through which specific industry standard software is introduced and learned. Aspects of the module cover the exploration, practise and development of skills to communicate concepts detailing form and aesthetics, size and proportion, manufacturing

techniques and mechanical design and mechanisms. Project topics range from principles and techniques of drawing and rendering, observational drawing, 2D and 3D iterative form development, through to presentation standard 2D and 3D visual communication.

Teaching and Learning Methods: Teaching and Learning Strategy for this module is studio/workshop project based learning in which a topic demonstration 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 applied learning, building knowledge through the introduction of new subject matter and reinvestment of gained knowledge and skills. The studio/workshop 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 2 hours per component per week. Students will be expected to come prepared for the module sessions with in-process or completed work and supplies.

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 project module is based upon evaluations of the process and the outcomes of the completed project portfolio for each element.

To facilitate, and foster the practise of skill reinvestment, 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:

Component 1: Drawing: Visual presentation “pin-up” of portfolio at end of the semester.

Component 2: Modelling: Visual presentation “display” of portfolio at end of the Semester.

Component 3: CAD: Coursework assignment hand-in at end of the Semester.

Project portfolios are evaluated in direct portfolio submissions. The portfolio presentations are held during term time.

Formative Assessment: Regular “in-process” critiques and one-to-one tutoring is given throughout the development process of the project portfolio work.

Feedback: Peer and tutor feedback is provided during the development process of the projects, during the project critiques. Feedback will be in the form of direct verbal and/or written.

First Sit Components	**Final Assessment**	**Element weighting**	**Description**
Project - Component A	✓	100 %	Project portfolio submission of the three elements (drawing, modelling and CAD) (52 hours/element)
Resit Components	**Final Assessment**	**Element weighting**	**Description**
Project - Component A	✓	100 %	Comprehensive Project of one or a combination of the three elements (drawing, modelling and CAD)

Part 4: Teaching and Learning Methods

Learning Outcomes

On successful completion of this module students will be able to:

	Module Learning Outcomes
MO1	Select and use various 2D, 3D and CAD techniques to communicate design intent and detail
MO2	Apply analytical skills in relation to designed objects including the ability to undertake visual analysis and to analyse designed objects in relation to their context
MO3	Apply a systematic approach to problem solving using appropriate design tools and visual/physical techniques
MO4	Research, select, evaluate, manipulate and manage information relevant to the analysis and synthesis of product design solutions

Contact Hours

Contact Hours	
Independent Study Hours:	
Independent study/self-guided study	72
Total Independent Study Hours:	72
Scheduled Learning and Teaching Hours:	
Face-to-face learning	96
Project work (individual or group)	132
Total Scheduled Learning and Teaching Hours:	228
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/ublfc8-30-1.html