Module Specification

Design Communication

Version: 2023-24, v2.0, 01 Jun 2023

Contents

Part 1: Information

Module title: Design Communication

Module code: UBLFC8-30-1

Level: Level 4

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

Delivery locations: Not in use for Modules

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 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.

Part 3: Teaching and learning methods

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.

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

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 72 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/ublfc8-30-1.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 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:

Project portfolio submission of the three elements (drawing, modelling and CAD)
1: Drawing: Visual presentation “pin-up” of portfolio at end of the semester.

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

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.

Assessment components:

Project (First Sit)
Description: Project portfolio submission of the three elements (drawing, modelling and CAD) (52 hours/element)
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)
Description: Comprehensive Project of one or a combination of the three elements (drawing, modelling and CAD)
Weighting: 100 %
Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

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