MODULE SPECIFICATION

Part 1: Information			
Module Title	Live		
Module Code	UADALL-60-M	Level	M
For implementation from	September 2018		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	Arts, Creative Industries and Education	Field	Design
Department	Art and Design		
Contributes towards	Post Graduate Certificate in Design Post Graduate Diploma in Design MA Design Shell framework		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
This module is designed to facilitate the development and delivery of a major creative project that capitalises upon the previous four modules and necessitates that all student projects have a 'live' element to them. Whether working in collaboration with industry partners, or via partnerships the students have negotiated, or working individually, the development of design solutions will be for a 'live' outward-facing event through the presentation of a completed body of work at a public facing event. Successful design invariably engages with real-world problems and issues, ranging from the aesthetic, ethical and social dimensions of human life to the ecological, technological and industrial application of innovation. Reflecting the range and breadth of design as a discipline and a human activity, students are encouraged to undertake challenging and ambitious projects, which are expected to engage with problems, and issues of significance within contemporary design practice. The module is designed to enable the realisation of credible outcomes in response to real-world problems through the development, management and implementation of a creative project strategy. The module enables the student to develop and apply their creative skills and capabilities within the delivery of a major design project, working at a level, which is commensurate with professional practice in design. Students are expected to demonstrate professional practice skills including appropriate management of their project timescale and budget. As part of their project, students may engage with external organisations and individuals such as companies, voluntary organisations, community groups, charities, and galleries. However, when doing so it is the responsibility of the student to manage these relationships and to ensure the smooth running of the project. Student engagement with research subjects and other external parties shall be conducted in accordance with the

University's Research Ethics policy and guidelines.

Project work will be supported by a substantial illustrated report in their Critical Design Logs detailing contextual research, design objectives, ideation and prototyping, viability and proposed/exacted implementation. All students will be required to present to peers and the course staff team at seminars and group tutorials.

The key themes of this module include:

- Design which engages with real-world problems and issues.
- Creativity and innovation
- Professionalism in the management, planning and delivery of a creative project.
- Clear communication of the methods and outcomes of creative design practice.
- Effective and efficient delivery of tangible design outcomes.

Part 3: Assessment: Strategy and Details

Formative assessment will be through student presentations and tutorial feedback.

Summative assessment in a single, 100%, unit will be done in relation to the following deliverables:

- Design project work including presentation of work at degree show with accompanying body of work that evidences the development to the final design outcome: This could include sketchbooks, models, maquettes, prototypes, proposals, simulation and implementation of creative work.
- An Illustrated critical design log. Clear and complete documentation of the project including the research context, analysis, development and synthesis of ideas and solutions, and prototyping and realisation of project outcomes. Analysis and evaluation of outcomes and recommendations for future work.
- Professional pitch of design work to a board of tutors.

If this module is taken as a CPD module, students will have the option not to be assessed.

Assessment criteria	Threshold Standard
The extent to which the self-initiated project work has been successfully managed, implemented and delivered.	The work evidences successful development of a design brief and project management in the realisation of an independent proposal.
The level of ambition realised in creativity, innovation within contemporary design practice.	The work demonstrably evidences creative ambition, risk taking and innovation in order to address solutions to real-world problems or design opportunities.
The level to which clear project objectives have been realised and implemented.	The body of work demonstrates that there has been rigorous implementation of design project objectives.
The level of ambitious professionalism and external engagement exhibited throughout the module and in work submitted.	The student demonstrates exacting demands of professional conduct and external engagement and the implementation of these within a design practice.
The extent to which the work has achieved critical viability and real world relevance.	The completed body of work (both report and project work), articulate validity and relevance in contemporary design and wider creative industries.

Students are expected to perform at a level which is commensurate with professional practice within their field of design, both in terms of the range and quality of creative work presented, and in the management of the project, including planning and carrying out the project in a timely manner, and within the student's budget, making appropriate use of the facilities and resources available within the University and outside.

Student work will commence with a contextual review of the area or context for their chosen project. This is likely to include a literature survey and/or market analysis, together with primary research, which could include questionnaires, informal interviews with participants and experts in the field, participant observation, and photographic or video documentation. Analysis of this contextual research will lead into the students' creative design practice, which is central to the learning and teaching within this module. Design work may include, but is not limited to: mood boards, sketchbooks, sketch models and maquettes, test rigs, visual models and prototypes, working prototypes, visualisations, simulations, videos, computer programmes, storyboards etc.

Teaching will take the form of individual and group tutorials and progress presentations where course staff will offer regular support and feedback on the progression of both practical design work and reports/logs.

The student's final report will document the project, detailing the contextual research together with the creative methods and outcomes of the design activities. It will include an evaluation of the outcomes of the project, including what has been learnt and achieved, together with recommendations for future work.

Scheduled learning includes seminars, tutorials, project supervision, demonstration, practical classes and workshops; time in studio/workshop, presentation and critique.

Independent learning includes hours engaged with essential reading, project work, assignment preparation, planning, completion, and presentation.

Identify final timetabled piece of assessment (component and element)	A	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100**	

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Presentation of final project work and supporting material, including Critical Design Log, and Oral (Professional Pitch) presentation.	100
Component B **Description of each element**	**Element weighting** (as % of component)
1. N/A	
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Presentation of final project work and supporting material, also including a critical design log, and oral (Professional Pitch) presentation.	100

Component B Description of each element	Element weighting (as % of component)
1. N/A	

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: • To manage and implement the development, delivery and realisation of a self-initiated creative project. • To identify and develop a clear set of creative project objectives. • To identify, develop and deliver an effective creative strategy, which engages with real-world problems and/or design opportunities. • To design and deliver viable, sophisticated design solution(s). • To identify and analyse their individual abilities and achievements within the creative project. • To address complex practical and theoretical design issues • To manage and contribute to design development meetings. • Market their design skills and portfolio in a competitive environment. • To communicate effectively to peers, course staff and others involved in the project.
Key Information Sets Information (KIS)	

Key Information Set - Module data

Number of credits for this module			60	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
600	72	528	0	600	✅

Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a; **Written Exam**: Unseen or open book written exam **Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:		
Written exam assessment percentage	0%
Coursework assessment percentage	30%
Practical exam assessment percentage	70%
	100%

Total Assessment	(see table above)

Reading List	UADALL-60-M Live https://uwe.rl.talis.com/lists/05ECFC11-2C42-931B-B15F-FD5AEF5675EE.html

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