



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Design in Practice		
Module Code	UBLFA8-15-3	Level	Level 6
For implementation from	2018-19		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Environment & Technology	Field	Architecture and the Built Environment
Department	FET Dept of Architecture & Built Environ		
Contributes towards			
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> See learning outcomes</p> <p><b>Outline Syllabus:</b> The module will use lectures, seminars, readings and case studies to give students an understanding of the business of design as follows:</p> <p>The Business of Design</p> <p>In a range of design organisations; in house consultancy, freelance consultancy, Start up, crowdfunding, sole trader, partnership, social enterprise. Licensing or manufacturing . Basic principles of accounting, profit and loss and cash flow.</p> <p>Intellectual Property and Ethics</p> <p>Intellectual Property, patents, design rights, ownership and licensing. Professional ethics regarding confidentiality and discretion, non-disclosure agreements. Professional conduct in a design organisation.</p>

## STUDENT AND ACADEMIC SERVICES

### Self-Marketing

Including web, networking and social networking. Competitions and professional organisations. Publications of client design property including, non-disclosure agreements.

### Project Bidding and Prospecting

Identifying business opportunities and pitching for a contract. Market analysis, identifying opportunities.

### Managing Projects and Client Relationships

Best practices for managing the client's expectations, deliverables and unforeseen problems. Design contracts, recording time, invoicing.

### Drafting Business Plan

### Case Studies

**Teaching and Learning Methods:** For the project, the students will work in teams to generate a realistic proposal for a design related start up business. Strong engagement will be generated by the commercial relevance of the project.

The learning strategy for this module is studio project based learning in which lectures will introduce the students to contextual information, skills and knowledge which supports their project work.

Students are required to pre-read an private study on topics and selected materials, research and orally present on the topic.

Project work outside of scheduled hours will average of 10 hours per week for 1 semester.

### Part 3: Assessment

**Summative Assessment:** The project will be evaluated in both presentation (controlled condition evaluations) and direct submission. Assessment criteria will made available to the students at the beginning of each project on the project brief.

The presentation, will be a pitch of a commercial business proposal, it may include video and will have a typical duration of: 20 minutes per team, including feedback. (A)

A graphic and written document, gives the refined details of the business plan and proposal. Typical submission of 20-25 pages per student. (B)

An overall mark percentage of professionalism is allotted to assess aspects of participation and engagement. Peer feedback and record of engagement will be used to allocate marks on this group project. (A , B)

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

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

For the resit, students will undertake a similar individual project of reduced scope.

STUDENT AND ACADEMIC SERVICES

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		50 %	Business plan and proposal
Presentation - Component A	✓	50 %	Presentation
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Written Assignment - Component B		50 %	Business plan and proposal
Presentation - Component A	✓	50 %	Presentation

Part 4: Teaching and Learning Methods																					
Learning Outcomes	On successful completion of this module students will be able to:																				
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## STUDENT AND ACADEMIC SERVICES

Reading  
List

*The reading list for this module can be accessed via the following link:*

<https://uwe.rl.talis.com/modules/ublfa8-15-3.html>