



## **Module Specification**

### **Design in Practice**

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

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## Part 1: Information

**Module title:** Design in Practice

**Module code:** UBLFA8-15-3

**Level:** Level 6

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**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:** The module will use lectures, seminars, readings and case studies to give students an understanding of the business of design as follows:

## The Business of Design

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.

## Intellectual Property and Ethics

Intellectual Property, patents, design rights, ownership and licensing. Professional ethics regarding confidentiality and discretion, non-disclosure agreements. Professional conduct in a design organisation.

## 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

### **Part 3: Teaching and learning methods**

**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.

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

**MO1** Drafting Product Design Specification (PDS), design reports and present design ideas in a rational and coherent manner

**MO2** Research and application of legal, statutory factors

**MO3** Evaluating technical risks and address risk in design methodology

**MO4** Analysing objects and/or services and trends in their socio-cultural context

**MO5** Applying a systematic approach to problem solving using appropriate, methodologies, design tools and techniques

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 48 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ublfa8-15-3.html) via the following link <https://uwe.rl.talis.com/modules/ublfa8-15-3.html>

## **Part 4: Assessment**

**Assessment strategy:** Summative Assessment: The project will be evaluated in both presentation and written submission. Assessment criteria will be 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 graphic and written document, gives the refined details of the business plan and proposal. Typical submission of 20-25 pages per student.

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.

**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.

### **Assessment components:**

#### **Presentation (First Sit)**

Description: Presentation (20 mins)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3

**Written Assignment (First Sit)**

Description: Business plan and proposal

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

**Presentation (Resit)**

Description: Presentation (20 mins)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3

**Written Assignment (Resit)**

Description: Business plan and proposal

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Product Design Technology [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Product Design [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Product Design Technology {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons)  
2020-21

Product Design {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21