



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Creative Product Design Studio 2		
Module Code	UBLLWA-60-2	Level	Level 5
For implementation from	2019-20		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	Faculty of Environment & Technology	Field	Architecture and the Built Environment
Department	FET Dept of Architecture & Built Environ		
Module type:	Project		
Pre-requisites	Product Design Studio 1 2019-20		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Overview:</b> This module is the foundation of the Creative Product subject core spine that continues to build upon Design Studio 1 and Objects and Experiences module in Level 1.</p> <p><b>Educational Aims:</b> See Learning Outcomes.</p> <p><b>Outline Syllabus:</b> The subject matter will cover a range as follows:</p> <p>Research and Applied Ergonomics: Design problem driven by primary research/end user observations and insights, combined with secondary research leading to ergonomic consideration and development of a product.</p> <p>Sustainability: An in depth design research and development considering consumer consumption behaviour, design ethics, environmental, economic and sociocultural issues involved in end of product service life scenarios as they apply to the project development brief.</p> <p>Live Project: Design problem driven by a commercial design brief with external constraints, focusing on professional development: - creating a design brief, group work, project management, visual, verbal and written design communication.</p>

## STUDENT AND ACADEMIC SERVICES

### Design for Manufacture:

Detail design for manufacture as per the design brief, focusing on materials and process choice considerations relative to performance and cost, eco-evaluation, product design specification (PDS), 2D/3D and CAD techniques to full design intent and detail.

### Design for Use and Brand:

Analysis of the relationship to aesthetic and semantic form identity, focusing on aesthetics, materials, colour and graphics and semantic value perception into a cohesive form reflecting brand values whilst addressing ergonomic needs and satisfying the demands of mass production.

### Supporting Skills and Knowledge:

Workshop and modelling methods in 2D and 3D; working prototypes, Sketch models, bench level experiments, 2D models.

The module includes the application of skills acquired in other modules as well as potential additional skills and technical knowledge to support the needs of the specific projects and students.

Note: all elements are not weighted equally in study or assessment time.

**Teaching and Learning Methods:** As a 60 credit module, students are expected to study for a total of 600 hours across the year. This time requirement is allocated as follows:

203 hours contact time that includes lecture based sessions, small-group design seminars (providing tutorial support for on-going project work), feedback sessions, skills workshops and demonstrations, and one-to-one sessions as appropriate.

397 hours self-directed learning, including sessions within a timetabled design studio space, in which students are expected to prepare for, develop and resolve design projects, as well as respond to feedback and prepare final presentation material and portfolio content.

Teaching and Learning Strategy for this module is studio project based learning in which a topic lecture will introduce the students to the assigned or coming up contextual information, skills or general information which supports and frames their acquisition of topic specific knowledge, skills and supports their project work.

The exercises and projects are designed to facilitate competency acquisition through the didactic and applied learning, building knowledge through the introduction of new subject matter and reinvestment of gained knowledge and skills. The tutorial portion of the studio time 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 13+ hours per week. Students will be expected to come prepared for the module sessions with in-process or completed work and supplies.

At times though the run, students are required to pre-read on topics and selected materials, research and orally present on the topic.

Projects and course work is assessed through viva (oral presentations) "pinup" and project demonstrations in front of the students peers and tutors.

Feedback will be in the form of direct verbal and/or written. Marking criteria and assessment format will be clearly indicated on the Project Brief made accessible to the students at the beginning of each project.

Knowledge and Skills reinvestment from parallel running modules are formative and essential for progression through the curriculum.

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Additional tutorial support is offered through individual appointments with the module tutors and through PAL.

### Part 3: Assessment

The assessment strategy in this module is based upon evaluations of the process and the outcomes of the completed projects and presentations (controlled conditions viva) To best mimic professional practice 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:

Projects are evaluated in both peer critiques (controlled condition evaluations) and direct submissions. These presentation critiques are held during term time and during the examination period. Typical presentations are 15 to 20 minutes in duration including the formal presentation and feedback from peers and tutors. [A1, A2]

Graphic/Written document, which represent and support the verbal presentation and 3D work, consist of student generated and cited graphic images and written content. In a typical submission the written content ranges from 500-2000 words. [A1,A2]

Submission of a process book that demonstrates the depth and breadth of research and synthesis in to the iterative process of developing a design concept. [A1]

Group/Team work is based on an overall group score and an individual mark. A differential marking scheme is also applied to ensure fairness of marking were the contribution of different members of the group is not equal. [A2]

An overall mark percentage of professionalism is allotted to assess aspects of participation and engagement. [A1,A2]

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

**Feedback:** Peer and tutor feedback is provided during the development process of the projects, during the project critiques.

**Resit:** The students should resubmit their Individual Project Portfolio focusing on improving their weakest projects. Students are not expected to rework projects for which they obtained reasonable marks.

Students who did not engage or failed to reach the minimum standard on the group project will be asked to submit an additional short written report as part of the portfolio re-submission. The report should be a reflection on the importance of group work and the potential benefits that could have been achieved through better engagement in the group project.

First Sit Components	Final Assessment	Element weighting	Description
Project - Component A		25 %	Group project
Portfolio - Component A	✓	75 %	Individual Project Portfolio
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Individual Project Portfolio

## STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Employ Critical Analysis	MO1
	Apply creative and logical thinking processes as well as design methodologies to the creation of design solutions	MO2
	Communicate one's design development process	MO3
	Awareness of social and environmental impact and the application of sustainable design principles	MO4
	Integrate principles of Design Thinking into one's own work	MO5
	To constructively work in teams or groups	MO6
	Select and use various 2D, 3D and CAD techniques to design intent and detail	MO7
	Research, select, evaluate, manipulate and manage information relevant to the analysis and synthesis of product design solutions	MO8
	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	MO9
	Analyse objects and/or services and trends in their socio-cultural context	MO10
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	397
	<b>Total Independent Study Hours:</b>	397
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	203
	<b>Total Scheduled Learning and Teaching Hours:</b>	203
	<b>Hours to be allocated</b>	600
	<b>Allocated Hours</b>	600
Reading List	The reading list for this module can be accessed via the following link:	
	<a href="https://uwe.rl.talis.com/modules/ubllwa-60-2.html">https://uwe.rl.talis.com/modules/ubllwa-60-2.html</a>	

**Part 5: Contributes Towards**

This module contributes towards the following programmes of study:

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