

Course Code:

UPRD321X

1. Course Title:

Culture, Context and Client I (BDes (Hons) Product Design)

2. Academic Session:

2015/16

3. Level:

SCQF Level 9

4. Credits:

40

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Irene Bell

7. Course Aims:

To explore the social and organisational context of the design process and user-experience through the process-mapping of complex problems and issues

To utilise “design thinking” as a professional tool for cultural and organisational change by identifying product, service and experience design opportunities.

To apply the methods, theories and knowledge of the social sciences in the generation of design outcomes.

To allow the advancement of students’ critical and analytical skills in historical, theoretical and critical writing.

8. Intended Learning Outcomes of Course:

By the end of this course students will be able to:

- ♦ Visualise complex processes, problems and interactions that demonstrate the link between design research and the identification of design insights or opportunities and their resolution across a variety of contexts.

- ♦ Demonstrate an understanding of form, materials and visual language and their use to develop

appropriate product qualities, user interactions and experiences.

- ♦ Translate design research and its insights into design outcomes (products, services and experiences) that are co-designed with producers/providers, user/consumers and support organisations and capable of implementation by clients.
- ♦ Exhibit client management skills and an understanding of professional/industrial standards to produce design outcomes, products, services and experiences, which communicate the value of these within a range of value regimes (user-interaction/interface, system/service provision, quality/cost of manufacture etc).

9. Indicative Content:

The studio component of the CCC I course is comprised of two “live” major projects with industrial or public/private sector clients and two smaller projects focused upon skills acquisition (graphics, 3-D modelling etc). Additionally, there is an historical and theoretical component delivered by the Forum for Critical Inquiry and a cross-disciplinary course that utilises studio research and design skills to explore issues in contemporary culture.

Professional workshops (Plan, Engine, Fuel For etc)
Design Research
Co-design workshops/facilitation
Graphic design/visual communication techniques
Peer review/Self-directed learning
Client crits
Client handling/industry expectations

10. Description of Summative Assessment:

Grading occurs at the end of the course

10.1 Please describe the Summative Assessment arrangements:

Assessment is by portfolio presentation (studio) and essay/presentation (FoCI)

11. Formative Assessment:

Tutorial

11.1 Please describe the Formative Assessment arrangements:

Tutorial, peer review, group crit

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

None

14. Co-requisites:
None

15. Associated Programmes:
None

16. When Taught:
Term 1

17. Timetable:
Varies by project

18. Available to Visiting Students:
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

19. Distance Learning:
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

20. Placement:
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

21. Learning and Teaching Methods:		
Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture	5	50
Studio	15	100
Seminar/Presentation	10	30
Tutorial	5	20
Workshop	5	
Laboratory work		
Project work		150
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		20
Private Study	Not Applicable	30
Other (please specify below)		
TOTAL	40	400

22. Description of "Other" Teaching and Learning Methods:

N/A

23. Additional Relevant Information:

N/A

24. Indicative Bibliography:

Designing With Video: focusing the user-centred design process by Salu Ylirisku & Jacob Buur (Springer, 2007)

Technology as Experience by John McCarthy & Peter Wright (2004)

Creating Breakthrough Ideas: the collaboration of anthropologists and designers in the product development industry by Susan Squires & Bryan Byrne (eds.) (2002)

Cradle To Cradle: Remaking the Way We Make Things by William McDonough and Michael Braungart (2002)

Journals:

The Journal of Consumer Culture

Assemblage

Design

The Design Journal

<http://www.wired.com/>

<http://www.we-make-money-not->

[art.com/](http://www.art.com/) <http://www.mediamatic.net/> <http://www.doorsofperception.com/> <http://www.ifesignsnetwork.net/index.aspx> <http://www.designobserver.com/index.html>