

**Course Code:**

PDIN235

**Session:**

2017/2018

**1. Course Title:**

Design Innovation &amp; Transformation Design (Specialism)

**2. Date of Production/Revision:**

April 2017

**3. Level:**

Master of Design

**4. Credits:**

15

**5. Lead School/Board of Studies:**

School of Innovation

**6. Course Contact:**

Dr. George Jamarillo with Sneha Rahman

### **7. Course Aims:**

Design Innovation & Transformation Design encourages students apply innovative design practices and emerging processes to the increasing body of work which addresses complex systemic issues, and which is based on an understanding of design in relation to distributed forms of creativity, public participation, social and technological innovation and policy-making.

- Display an awareness and understanding of Transformation Design and its relationship to the contemporary application of design practice within complex social or systemic issues
- Deploy the design process as the synthesis of research, analysis, development and critique towards a specified project goal that emerges from an engagement with multiple stakeholders and/or collaborators
- Construct and communicate a Transformation Design project as a vehicle for exploration and engagement of social, political and organisational complexity
- Evidence the value of Transformation Design as a *method* of engaging with complex problems and to their intellectual comprehension and resolution through the interaction with multiple stakeholders
- Produce tangible design outcomes and communication to a professional level where their value to stakeholders and participants in a collaborative process is evident.

### **8. Intended Learning Outcomes of Course:**

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

Knowledge and Understanding:

- Communicate an understanding of the domain of Transformation Design appropriate to an analysis of a specific issue or area and the social, political or organisational complexity therein.
- Display an understanding of the tools, techniques and methods required to apply Transformation Design to a specific complex or systemic issue.

Subject Specific Skills:

- Demonstrate the application of Transformation Design as a means of re-framing complex issues or systemic challenges experienced by user/stakeholders
- Evidence the ability to generate, test, develop and refine design concepts through prototyping and iteration appropriate to specific users/stakeholders and contexts

Transferable skills:

- Communicate the value of a Transformation Design focused process as a means of making analytical judgments about the world and proposing innovative approaches to modelling complex or systemic issues
- Evidence collaboration and self-direction through the development and management of a project of research;

**9. Indicative Content:**

The course content is designed to develop an understanding of Transformation Design through engagement with the application of tools, methods and techniques of a design project and is supported by related seminars and specific external expertise.

The course will cover:

- Approaches for applying Transformation Design techniques and methods within a specified social context.
- Identifying and deploying appropriate methods of engagement, team-working and communication in the generation of experiences, relationships or policies
- The role of the designer as a collaborative practitioner engaged in the investigation of social, organisational, political and technological possibilities
- The role of transformation design as a means of developing innovative systems through the application of new relational and organisational concepts

**10. Description of Summative Assessment:**

No.	Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments) or length (exam)
1.	Project	Produce a <b>group</b> publication documenting the project undertaken, and <i>also</i> an <b>individual</b> PPJ (Project Process Journal) on their process, intent and learning through engagement with the course	60	End of Stage 2
2.	Presentation	Communicate in a group presentation format the process and outcomes of the collaborative project	40	End of Stage 2

**10.1 Please describe the Summative Assessment arrangements:**

For this course, assessment of student work will consist of:

- An assessment of the group presentation, including level of communication and appropriateness to stakeholders and an ability to justify design decisions
- An assessment of the reflective PPJ, as an account of the individual learning experience and a reflection upon the group project and its processes.

**11. Formative Assessment:**

Formative assessment and feedback will be provided through defined tutorial discussion and feedback throughout the course.

**11.1 Please describe the Formative Assessment arrangements:**

- Students will receive supervisory support in the form of one-to-one and/or group tutorials. In addition, students will be required to attend group sessions (peer-assisted learning (PAL) groups).
- Tutorial notes will be recorded by a tutorial buddy for review and discussion between the students involved in the tutorial.
- Peer review and feedback will also be used during presentations to provide additional formative feedback.

**12. Collaborative:**Yes No **12.1 Teaching Institutions:****13. Requirements of Entry:**

Successful completion of Stage 1 (PG Cert) of the MDes Design Innovation programme.

**14. Co-requisites:**

MDes in Design Innovation Studio 2: Exploring the Social Context, elective course (GSA)

**15. Associated Programmes:**

MDes in Design Innovation

**16. When Taught:**

Stage 2

**17. Timetable:**

Teaching sessions follow the pattern:

- Project definition (seminars, brief writing and tutorials)
- Project enactment (Interim presentations and tutorials)
- Project presentation (Tutor and peer feedback)
- PPJ writing (Tutorials)

**18. Available to Visiting Students:**Yes No

**19. Distance Learning:**Yes No **20. Placement:**Yes No **21. Learning and Teaching Methods:**

Method	Formal Contact Hours	Notional Learning Hours (Including formal contact hours)
Lecture	0	0
Studio	5	40
Seminar/Presentation	5	5
Tutorial	5	15
Workshop	0	15
Laboratory work	0	0
Project work	0	75
Professional Practice	0	0
E-Learning / Distance Learning	0	0
Placement	0	0
Examination		0
Essay	0	0
Private Study	Not Applicable	0
Other (please specify below)	0	0
<b>TOTAL</b>	<b>15</b>	<b>150</b>

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

Not Applicable

**23. Additional Relevant Information:**

**24. Indicative Bibliography:**

- Fry, T. (2011) *Design as Politics*, Berg, London
- Keinonen, T. (2008), *Designing Business from Nucleus and Periphery*. Design Management Review. 19(3)
- Keinonen, T. (forthcoming), *Designers, Users and Justice*, Bloomsbury, London
- Marres, N. (2012), *Material Participation: technology, the environment and everyday publics*, Palgrave, London
- Marazzi, C. (2008), *Capital & Language: from the new economy to the war economy*, Semiotext(e), New York

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