

Course Code:

UPRD401

1. Course Title:

Studio 4: Autonomy, Creativity, Expertise BDes/MDes Prod Des

2. Date of Production/Revision:

2017/18

3. Level:

SCQF Level 10

4. Credits:

80

5. Lead School/Board of Studies:

Innovation School

6. Course Contact:

Kirsty Ross

7. Course Aims:

- To demonstrate ownership and autonomy through self-directed exploration and individual creative expression within an environment of professional and peer-critique.
- To understand and deploy the design process as the synthesis of research, analysis, development and critique within the context of contemporary design practice.
- To evidence the value of design in response to a given opportunity, problem or context.

To produce both tangible design outcomes and communication to a professional level where their value to business, society and industry is explicit.

8. Intended Learning Outcomes of Course:**By the end of this course students will be able to:**

- Identify and demarcate a distinct area of interest, conduct contextual and user research within this area and define a personal brief that allows for the application of the design process and its resolution as product, service or experience.
- Display a capacity to visualise, communicate and outline a design response to complex problems, multiple-user scenarios and client/user expectations and interactions.
- Utilise the design process, underpinned by a focus upon user-experience, to manage a project from definition of brief to conclusion; including identifying ambitions, opportunities, stakeholders, milestones, deliverables and allocation of time and resources.
- Demonstrate analytical rigour and commitment to experimentation in the development of concepts, prototypes and outcomes.
- Communicate design outcomes within a variety of formats (competition sheets, “viva” or pitched presentation, standalone/exhibit), through the appropriate use of 2-D, 3-D and 4-D computer packages and advanced prototyping techniques commensurate with the expectations of the Product Design industry and valued by other professions.

9. Indicative Content:

Autonomous creative process Project generation/negotiation Self-directed learning/skills audit Professional orientation

10. Description of Summative Assessment:

No.	Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments) or length (exam)
1	Portfolio submission	Previously formatively reviewed work re-presented in exhibition format	20	Staggered submission Mid-year (Exact date is published on first day of academic year)
2	Portfolio submission	Previously formatively reviewed work re-presented in exhibition format	30	End of Course (Exact date is published on first day of academic year)
3	Portfolio submission	Previously formatively reviewed work re-presented in exhibition format	50	End of Course (Exact date is published on first day of academic year)

10.1 Please describe the Summative Assessment arrangements:

Deliver a design outcome in a specified format to a professional standard (competition sheets, “viva” or pitched presentation, standalone/exhibit).
Mid-Year Review as indicative grading event.

Date of Production/Revision

Three different summative assessment vehicles aggregated to produce Studio component grade.

11. Formative Assessment:

Portfolio submission

11.1 Please describe the Formative Assessment arrangements:

Portfolio submission and tutorial feedback

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

None

14. Co-requisites:

None

15. Associated Programmes:

MDes Product Design

16. When Taught:

This course will be delivered across terms 1, 2 & 3 of Stage 4 and will comprise 800 notional learning hours of which 80 will be direct contact time.

17. Timetable:

On the VLE

Date of Production/Revision

--

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		
Studio	80	800
Seminar/Presentation		
Tutorial		
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	
Other (please specify below)		
TOTAL	80	800

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

- Presentations, tutorials, technical and materials-based workshops, individual/group-feedback (formative)
- Specialist input (thematic)

23. Additional Relevant Information:

N/A

24. Indicative Bibliography:

Date of Production/Revision

User Behaviour & Technology Development: shaping sustainable relations between consumers and technologies by P-P Verbeek & A. Slob (eds.) (2006)

Design Directions: 3 years of designing the difference by RSA publications

Material Beliefs edited by Beaver, Kerridge & Pennington (2007)

Materiality & Society by Tim Dant (2005)

Journals:

The Design Journal

Design Products and Applications

Domus

Ecodesign

The Journal of Design History