

Course Code:

UPRD301

1. Course Title:

Studio 3: Culture, Context and Client - BDes/MEDes Prod Des

2. Date of Production/Revision:

2017/2018

3. Level:

SCQF Level 9 - Stage 3

4. Credits:

80

5. Lead School/Board of Studies:

Innovation School

6. Course Contact:

Janet Kelly

7. Course Aims:

- To explore the application of the design process within a moral, political, ethical and economic context
- To explore the network of social and organisational relationships that frame user-experience
- To develop visualisation and process-mapping of complex problems and issues as means of identifying product, service and experience design opportunities
- To utilise “design thinking” as a tool for cultural and organisational change
- To develop a professional standard of project management, resolution and communication to an external audience/client

8. Intended Learning Outcomes of Course:

Date of Production/Revision

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

- Visualise complex processes, problems and interactions that demonstrate the between design research and the identification of design insights or opportunities 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
- Acquire, critique and employ the design approaches and techniques industry professionals within specified project/organisational contexts
- Explain and communicate the value of strategic- and systems-thinking within design process and its role in re-defining service/system provision, engagement and (covering the stakeholder/supply chain)
- Translate design research and its insights into design outcomes (products, services experiences) that are co-designed with producers/providers, user/consumers 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:

- 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:

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 with Project Process Journal	100	End of Course

10.1 Please describe the Summative Assessment arrangements:

Portfolio presentation at end of Semester 2

11. Formative Assessment:

Individual/group tutorials, project feedback

Date of Production/Revision

11.1 Please describe the Formative Assessment arrangements:

Mid-Year Review as *indicative grading* event.

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

N/A

13. Requirements of Entry:

PD Studio Level 2

14. Co-requisites:

Social Sciences 3, FoCI Level 3

15. Associated Programmes:

BDes/MDes Product Design

16. When Taught:

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

17. Timetable:

Available on the VLE

18. Available to Visiting Students:

Yes

No

19. Distance Learning:

Yes

No

Date of Production/Revision

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		
Studio	30	300
Seminar/Presentation	10	
Tutorial	10	
Workshop		100
Laboratory work		
Project work	30	300
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	100
Other (please specify below)		
TOTAL	80	800

22. Description of "Other" Teaching and Learning Methods:
<p>Presentations, tutorials, technical and materials-based workshops, individual/group-feedback (formative) 'Live' project client feedback</p>

23. Additional Relevant Information:
N/A

24. Indicative Bibliography:
<p><i>Designing With Video: focusing the user-centred design process</i> by Salu Ylirisku & Jacob Buur (Springer, 2007) <i>Technology as Experience</i> by John McCarthy & Peter Wright (2004) <i>Creating Breakthrough Ideas: the collaboration of anthropologists and designers in the product development industry</i> by Susan Squires & Bryan Byrne (eds.) (2002) <i>Cradle To Cradle: Remaking the Way We Make Things</i> by William McDonough and Michael Braungart (2002)</p>

Date of Production/Revision	
-----------------------------	--

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.mediamatic.net/>

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

<http://www.lifesignsnetwork.net/index.aspx>

<http://www.designobserver.com/index.html>