

Course Code:

TBC

1. Course Title:

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

2. Academic Session:

2011/2012

3. Level:

SCQF Level 9

4. Credits:

40

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Gordon Hush

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 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	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.mediamatic.net/>

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

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

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