

Course Code:

TBC

1. Course Title:

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

2. Academic Session:

2011-2012

3. Level:

SCQF Level 9 – Stage 3

4. Credits:

80

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Ian Grout

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 a 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:

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.

- Acquire, critique and employ the design approaches and techniques of industry professionals within specified project/organisational contexts.
- Explain and communicate the value of strategic- and systems-thinking within the design process and its role in re-defining service/system provision, engagement and use (covering the stakeholder/supply chain).
- 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:

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:

Portfolio presentation at end of year (June)

10.1 Please describe the Summative Assessment arrangements:

Portfolio presentation at end of year (June)

11. Formative Assessment:

Individual/group tutorials, project feedback

11.1 Please describe the Formative Assessment arrangements:

Mid-Year Review as *indicative grading* event. (Feb)

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

[Click here to enter text.](#)

13. Requirements of Entry:

Passing PD Studio Level 2

14. Co-requisites:

Social Sciences 3, FoCI level 3

15. Associated Programmes:

BDes Product Design

16. When Taught:

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

17. Timetable:

4 days per week

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	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:

Presentations, tutorials, technical and materials-based workshops, individual/group-feedback (formative)
'Live' project client feedback

23. Additional Relevant Information:

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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>