

**Course Code:**

TBC

**1. Course Title:**

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

**2. Academic Session:**

2011-2012

**3. Level:**

SCQF Level 10 – Stage 4

**4. Credits:**

80

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

School of Design

**6. Course Contact:**

Dr. Gordon Hush

**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:

Deliver a design outcome in a specified format to a professional standard (competition sheets, “viva” or pitched presentation, standalone/exhibit).

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

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

[Click here to enter text.](#)

#### 11. Formative Assessment:

Portfolio/presentation with individual feedback

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

Mid-Year Review as *indicative grading* event.

#### 12. Collaborative:

Yes

No

##### 12.1 Teaching Institutions:

[Click here to enter text.](#)

#### 13. Requirements of Entry:

Passing PD Level 3 or MEDes Level 3 (pathway transfer)

#### 14. Co-requisites:

Social Sciences 4, FoCI level 4

#### 15. Associated Programmes:

BDes 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:**

[Click here to enter text.](#)

**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)		
<b>TOTAL</b>		

**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:**

[Click here to enter text.](#)

**24. Indicative Bibliography:**

*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