

Course Code:

TBC

1. Course Title:**Studio 1: Making, Modelling & Using****2. Academic Session:**

2011-2012

3. Level:

SCQF Level 7 – Stage 1

4. Credits:

80

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Mil Stricevic

7. Course Aims:

To introduce the importance of the *design process* as the core methodology underpinning the practice of product design.

To establish a broad understanding of product design as a discipline that encompasses artefacts, interactions, services and experiences.

To emphasise the role that design plays in our engagement with people and things.

To introduce a user-focused research approach to design practice.

To highlight the value of critical observation in the analysis, representation and communication of artefacts and experiences.

To develop a range of visualisation methods capable of representing and communicating the function, interaction with and use of designed artefacts by users.

To develop team-working skills alongside a capacity for autonomous, self-initiated progress.

8. Intended Learning Outcomes of Course:

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

- Communicate an understanding of the design process and its application
- Demonstrate an analytical understanding of the role of materiality, form, function and visual language within user engagement with designed products, interactions and experiences.
- Observe, identify and communicate the user-interaction with products, services and experiences through the use of illustration, story-boarding or scenarios
- Engage with user-groups to identify a design opportunity to generate a design concept capable of garnering user-feedback and utilise this within the design process.
- Provide evidence of the use of *observational* and *analytical* drawing in the analysis and communication of 3-dimensional forms and structures.
- Demonstrate the use of drawing and model-making as a means of developing and testing concepts with regard to materials, scale and appropriateness for use
- Generate a personal portfolio reflecting individual work and communicating involvement within team projects.

9. Indicative Content:

Project-based learning
 Technical Workshop activities
 Observational and analytical drawing techniques,
 Introduction to structure and form (materials & modelling)
 Story-boarding and scenario building
 Introduction to Adobe Creative Suite
 Product semantics
 User engagement, context mapping, user profiles

10. Description of Summative Assessment:

Portfolio Submission at end of year (June)

10.1 Please describe the Summative Assessment arrangements:

Students will be assessed by **portfolio submission** on their ability to:
 Use drawing within the design process to convey *observational* and *analytical* understanding as a component of 3-D modelling
 Develop design concepts in response to cultural context, utilising sketch models and prototypes as a means to engage users in testing, feedback and design development.
 Generate user-insights from research and express these visually within the design process

11. Formative Assessment:

Presentation, portfolio submission and project outcomes

11.1 Please describe the Formative Assessment arrangements:

End of term review for Term 1 and Term 2, individual feedback, group tutorials

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

[Click here to enter text.](#)

13. Requirements of Entry:

None

14. Co-requisites:

Social Sciences 1, Cross-School project 1, FoCI Level 1

15. Associated Programmes:

B.Des/MEDes Product Design

16. When Taught:

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

17. Timetable:

4 days per week term-time

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	2	
Studio	30	300
Seminar/Presentation		30
Tutorial	8	
Workshop		50
Laboratory work		
Project work	40	350
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		
Private Study	Not Applicable	70
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)

Adobe workshops

Peer review/Self-directed learning

23. Additional Relevant Information:

[Click here to enter text.](#)

24. Indicative Bibliography:

Sketching User Experience: Getting the Design Right and Getting the Right Design by Bill Buxton (2007)

Shaping Stuff by Bruce Sterling (M.I.T. Press, 2005)

The Medium is the Massage by Marshall McLuhan & Quentin Fiore (Random House, 1967)

Practices of Looking: an introduction to visual culture by Marita Sturken & Lisa Cartwright (Oxford Uni Press, 2001)

http://en.wikipedia.org/wiki/The_semantic_turn

<http://thevisualdictionary.net/>

<http://thevisualdictionary.net/pain/3432>

Journals:

New Design

Octagon

The TCT Magazine

Wallpaper*

Wired (both magazine and website)

Date of production / revision**01 September 2011****Date of production / revision****01 September 2011**