

Course Code:

TBC

1. Course Title:

Design in Culture & Context, MEDes Prod Des 5

2. Academic Session:

2011-2012

3. Level:

Level 5 (SCQF 11)

4. Credits:

80

5. Lead School/Board of Studies:

School of Design

6. Course Contact:

Dr. Gordon Hush

7. Course Aims:

To equip students with theoretical and practical design skills so that they will be able to undertake successfully product design tasks in cross-cultural and inter-disciplinary professional environments.

To encourage students to reflect and draw upon their international exchange experiences to develop a unique individual design process capable of being applied within a variety of design contexts and challenges.

To allow students to develop a historically- and theoretically-informed design practice, built upon self-directed study and reflective learning and capable of application in a variety of industrial or organisational contexts.

8. Intended Learning Outcomes of Course:

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

- Utilise their diverse pedagogical experience within an individual design practice as a means of formulating and responding to design challenges.
- Demonstrate a research-led, user-focused approach to social and cultural issues through the

application of design process and skills.

- Display a historically-rooted and theoretically-influenced design process capable of being applied to artefacts, services or experiences.
- Negotiate and define a large-scale self-directed project that incorporates a thesis-based research element, research component and drives the design development of the 'studio' outcomes.
- Communicate the value of such a design process to an audience of designers, professionals and industry stakeholders.

9. Indicative Content:

Mapping and modelling complex problems
Multi-factor analysis of social and cultural phenomena
Self-directed learning
Professional orientation
Design strategy
Co-design workshops

10. Description of Summative Assessment:

Both studio projects contain a formative review mechanism, prior to summative evaluation. Each student is assigned a personal Studio tutor/supervisor and an FOCI thesis supervisor. Both supervisors form part of a three-person Jury that evaluates (summative) the Major project in June.

10.1 Please describe the Summative Assessment arrangements:

Portfolio presentation at end of year (June)

11. Formative Assessment:

Mid-Year Review as *indicative grading* event.
Tutorial feedback.

11.1 Please describe the Formative Assessment arrangements:

Mid-Year review – indicative grading

12. Collaborative:

Yes

No

12.1 Teaching Institutions:

[Click here to enter text.](#)

13. Requirements of Entry:

Passing MEDes Year 4

14. Co-requisites:

Professing Professional Practice, FoCI Level 5

15. Associated Programmes:

MEDEs

16. When Taught:

This course will be delivered across terms 1, 2 & 3 of Stage 5 and will comprise 800 notional learning hours of which 80 will be direct contact time.

17. Timetable:

Varies as appropriate.

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	
Studio	25	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:

Self-directed learning
 Collaborative/team working
 Joint Studio/FOCI supervision of Major/Masters project – joint review presentations.

23. Additional Relevant Information:

[Click here to enter text.](#)

24. Indicative Bibliography:

Power & Invention: situating science by Isabelle Stengers (1997)
Discovering Design: explorations in design studies by Richard Buchanan & Victor Margolin (1999)
The Craftsman by Richard Sennett (2009)
Thinking Objects: contemporary approaches to product by Tim Parsons (2010)
Change By Design: How design thinking transforms organisations by Tim Brown (2009)
Design Management: managing design strategy, process and implementation by Kathryn Best (2006)
Design Thinking: Integrating innovation, customer experience and brand value by Thomas Lockwood (2009)