Module Specification

Module Summary Information

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<tr>
<th></th>
<th>Module Title</th>
<th>Design Cultures</th>
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<tbody>
<tr>
<td>2</td>
<td>Module Credits</td>
<td>20</td>
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<tr>
<td>3</td>
<td>Module Level</td>
<td>7</td>
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<tr>
<td>4</td>
<td>Module Code</td>
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5 Module Overview

Rationale/Indicative content
Taking an internationalised stance, this module is concerned with the meaningful context of design practice and considers the cultural, aesthetic, political, economic and social factors that influence designers. By focusing on how these macro conditions affect an individual designer’s decision-making processes and Praxis, the development of specific design ‘cultures’ can be evaluated at an individual, corporate, national and global level. By focusing on a design precedent, you will consider how the designer’s outputs are utilized, valued and absorbed by the design industry at large – including curators, journalists, bloggers, businesses, brands, retailers and the general public. By applying practice-led research, you will form a better understanding about the international and local influences that impact on your own respective design specialism and the resultant design cultures that are emerging within this industry sector.

Project Focus: This subject module may engage students from different disciplines within the School, with both the macro and micro worlds of design. As part of this community you will be encouraged to evolve a holistic understanding of design in a wider cultural context and develop new insights about the conditions that influence, impact on and benefit distinct design professions.

Employability ‘Added Value’ Learning Opportunities:
‘Toolbox’ Skill: A key aspect of this particular module will be a focus on design ‘Employability-skill building’ related to the strategic selection of specific media and design techniques that could aid effective and persuasive professional presentation. This will be facilitated by www.linda.com and other co-ordinated learning activities associated the Birmingham School of Architecture and Design and Super-studio.

‘Enrichment’ Experience: A key aspect of this particular module will be the focus on ‘Employability-experiences’ and opportunities that add additional value to the postgraduate experience by linking with the broader creative community through inspiring field visits (for example “London Design Festival”, museums, retail etc) as well as the engagement with Visiting Guest Lecturers. *Hosted by the Faculty of the Arts, Design and Media and the Birmingham School of Architecture and Design.

‘Super-Studio’: A creative, collaborative learning environment, which is designed to dynamically respond to and services the needs of student community connected to the Birmingham School of Architecture and Design. Super Studio will host and facilitate a series of inspirational, supportive, instructional, mentoring and coaching for you in your endeavours to;
- pursue excellence whether that be academically, professionally or practically,
- develop knowledge and skills about a range of design and academic practices,
- learn about other interdisciplinary and trans-disciplinary design approaches,
- develop employment skills along with focused career and continual professional development plans.
• explore the potential of international engagement for inspirational travel, study, exchange and competition.

Relationship with Course Philosophy and Aims
This design subject module is shared across a range of postgraduate courses within the Birmingham School of Architecture and Design and will enable you to form an understanding and appreciation of theoretical, practical and professional issues that are informing the evolution of contemporary design professional practice. This Design Cultures module will allow you to define a unique learning trajectory through your design studies and engage you in activities and platforms that connect the international learning community facilitated by the School.

Learning, Teaching and Assessment Strategy
This taught module is delivered in Trimester 1, over a six-week period (refer to moodle - Year Plan). The activities that make up this scheme of work (refer to moodle - Module Schedule) include lectures, seminar/workshops and tutorials as well as periods of self-directed study. The module is led by a Module Tutor and other specialist tutors, mentors and coaches. This team will guide and support you to achieve your goals on a weekly basis by presenting:

• briefings that define the specific conditions, and operational controls/policies and principles that underpin the assignment.
• lectures which are designed to inspire and inform you,
• seminars that focus on the review and discussion related to examples/case studies and key issues related to the module,
• instructional workshops
• a range of group, buddy and one-to-one tutorials.

Moodle will act as a vibrant online platform for your learning. This tool will act as learner-centred flipped classroom resource, which will activate you to engage in teaching and learning in advance of your tuition. This will enable you to spend more time during the session developing your high order thinking skills; problem-finding, collaboration, co-design and wicked problem solving with your Tutors, Mentors and Peers.

Learning and Teaching Methods include:

Group orientated methods: Briefings, Lectures, Seminars, Group Tutorials, Peer Presentations, Role Play, Appreciative Inquires, Buddy Tutorials, Alumni Mentoring.


Formative appraisal: During the module there will be a range of on-going opportunities to review your progress in formative appraisals. These will take place in the studio as individual, buddy and group tutorials and will enable you to participate in self and peer assessment exercises. This will enable you to evolve your reflective practice skills as well as preparing you for the formal summative assessment at the end of the module.

Indicative Content
Focusing on the distinct cultures associated with practice led-design praxes, this assignment will enable you to focus specifically on a current international case study related to an aspect of your design discipline that you find fascinating. During the module you will develop new employment skills
related to effective design communication and the advanced use of technology. Individually you will select an assessment method from a range of modes that suit your particular professional development needs.

Through focused contextual analysis, specific cultural narratives will then be constructed to represent and communicate a unique research study that reveals new understandings and representation of landscapes, products, and/or interior design. Sharing these creative outputs on a physical and digital platform within the international community of the Birmingham School of Architecture and Design, will enable other students studying on other courses, to be inspired by your work and be motivated to pursue their own excellence in practice.

7 Module Learning Outcomes

On successful completion of the module, students will be able to:

1. Analyse and evaluate the *Praxis* of an emerging contemporary designer; critically situate their design philosophy, process and practice in a local and broader global context.

2. Create and compose a research informed audio-visual narrative using digital technology.

8 Module Assessment

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<thead>
<tr>
<th>Learning Outcome</th>
<th>Coursework</th>
<th>Exam</th>
<th>In-Person</th>
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<td>1 and 2</td>
<td>x</td>
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9 Breakdown Learning and Teaching Activities

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<tr>
<th>Learning Activities</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable</td>
<td>80</td>
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<tr>
<td>Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE</td>
<td>80</td>
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<td>Private Study (PS) includes preparation for exams</td>
<td>40</td>
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<tr>
<td><strong>Total Study Hours:</strong></td>
<td><strong>200</strong></td>
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