

Module Specification

Module Summary Information

1	Module Title	Competition or Industry Project
2	Module Credits	40
3	Module Level	7
4	Module Code	ARC7455

5	Module Overview
<p>Module Context: The module supports the advancement of your professional standing, through engagement with externally generated briefs and ascribed parameters. It will develop your critical awareness of contemporary practice and advance your subject knowledge. You will be required to demonstrate self-direction and originality in undertaking, solving problems and act autonomously in planning and implementing solutions at a professional level.</p> <p>Project Focus: A key aim of the module is for students to explore the 'Competitive/Collaborative' design potential in the chosen field of specialisation by creating engaging, interactive 'Narrative Outcomes' imbued with meaning and messages. Semantic deconstruction and semiotic theory will underpin the principle of people as the focus of design, with 'blue-sky' thinking acting as facilitators of ideas between people (rather than simply designs consumed virtually or in a 'vacuum'). Creativity, play, risk taking, experimentation (including the notion of failure as being 'useful'), random chance and other contemporary methodologies/approaches to alternative ideas generation will be utilized to generate innovative design concepts that challenges the expectation of a market.</p>	

6	Indicative Content
<p>Lecture: Brief writing Choice of briefs on offer. Group activity, previous work and initial ideas</p> <p>Creative mind map: Students develop individual mind maps in their studio space; company visit.</p> <p>Design Brief: Mind map continued, forming the basis for individual tutorials - discussing initial ideas for self-generated brief.</p> <p>Design brief tutorials: Scheduled individual 'buddy' tutorials.</p> <p>Developmental ideas in Research Visual Journal (RVJ): Group tutorials facilitating transition from ideas generation to final outcome.</p> <p>10 Minute individual presentation of ideas to class followed by Group tutorials.</p> <p>Developmental designs and seminar: Group tutorials</p>	

Lecture: Construction of a creative summary from Research to final outcome.
Computer workshop: Adobe InDesign

Towards a 'final' outcome:
Group tutorials.
Assessment briefing.

Towards a 'final' outcome:
Scheduled individual tutorials, group meeting/task.
Towards a 'final' outcome:
Scheduled individual tutorials, individual target setting for assessment.

Present final outcomes to class.
Pre-assessment tutorials (either group or individual) to discuss stages of completion of submission items.

Final work check and assigned group tutorials.

Final work check and assigned group tutorials.

Submission: Portfolio of work as listed in the Design brief.

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	Develop critical problem solving skills and practice through deconstructive and then reconstructive approaches to design.
	2	Apply the knowledge, skills and methodologies of the discipline(s) or field(s) of study to the analysis and solution of complex problems or to the expression of sophisticated ideas, reflecting on personal practice and modifying it accordingly.
	3	Manage a complex situation and identify component issues, tasks and take responsibility for a project within agreed timescales.
	4	Apply established and radical methods of creative thinking and practice to facilitate innovative digital design outcomes.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-4	X		

9	Breakdown Learning and Teaching Activities	
Learning Activities		Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		60
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		260
Private Study (PS) includes preparation for exams		80
Total Study Hours:		400