

Module Specification

Module Summary Information

1	Module Title	Design in Context
2	Module Credits	20
3	Module Level	6
4	Module Code	ARC6109

5	Module Overview
<p>This module seeks to familiarise you with the initial stages of client contact in terms of responding to a brief and analysing an opportunity/problem. You will produce and evaluate appropriate innovative concepts with a view to selecting the most suitable for presentation back to the client/organisation as a series of options.</p> <p>The source of the briefs for the module may be a competition such as the Royal Society of Arts or a live client company contact. In all cases, the briefs would be industry facing.</p> <p>The module builds upon your earlier level 4 and 5 experiences, in particular the development of an emerging design focus as a product and furniture designer. The module will inform your design directions and your choice of brief will help you define your area of specialism related to scales of manufacture.</p> <p>You will explore the breadth of design context in terms of the requirements of the client, the user and the market, as well as associated broader social, political, ethical and sustainable issues. The ability to juggle these sometimes conflicting requirements to obtain a successful outcome is an important design skill and indicator of a maturing approach to the design process. To aid this approach, the module will also include a requirement for evaluating concepts utilising various screening and prioritisation tools.</p> <p>Formative feedback would be given during studio sessions leading to an (internal) interim critique. Final presentations and assessment would seek to involve representatives of the external agencies (clients, competition organisers, competition sponsors) to increase the authenticity of the experience (praxis).</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Introduction to industry facing projects: design for competition/industry/retail/exhibition requirements. • Project management in relation to design specialism. • Development of professional communication techniques. • Development of a range of specialist visualisation techniques (2D & 3D). 	

7	Module Learning Outcomes	
	On successful completion of the module, students will be able to:	
	1	To respond to an industry-generated brief, exploring the design opportunities developed from it and generating appropriate and innovative design outcomes.
	2	To select and convincingly communicate the most promising design concept in both accompanied and stand-alone presentation formats.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1-2	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		100
Private Study (PS) includes preparation for exams		40
Total Study Hours:		200