

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Design Entrepreneurship, Strategy and Innovation
<b>2</b>	<b>Module Credits</b>	40
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	DES6008

<b>5</b>	<b>Module Overview</b>
<p><b>Design Entrepreneurship, Strategy and Innovation   Part One</b></p> <p>The module introduces you to the role of design management and involves you in a series of engaging lectures and workshops which explore the world of design practice and how complex design problems can be addressed. The teaching and learning will cover design business structures, business planning, entrepreneurship, collaboration and leadership, psychometrics, design strategy, design thinking and innovation.</p> <p>You will begin by identifying your professional development skills at the point of entry on the course. This process will include the production of a reflective log of your progress for the individual reflective and visual e-report. You will also be expected to make a record of your time throughout the process, as you would when working in employment.</p> <p>The module will provide the opportunity for you to identify and develop interpersonal skills, undertake personality profiling and create a personal CV directed to future employment or postgraduate study. There will be opportunities to gain insight from guest speakers, a visit to a creative agency and there will be an expectation of professional conduct at all times.</p> <p>Throughout the module, you will work independently and collaboratively, with students from a range of design disciplines, to research and investigate how to set up and sustain a design business. You will study the practice of design and explore a range of models and theories, whilst conducting primary and secondary research methodology, applying analysis, synthesis and critical argument.</p> <p>You will utilise the skills and knowledge gained from the experience, through research and roleplay to encourage a critical approach and make informed decisions, addressing design business problems, whilst understanding the client perspective.</p> <p>There will be a requirement for you to collectively produce a body of work, which will include a design and brand for a design business, an online platform and a team biography.</p> <p>You will also be involved in the development of a business plan, demonstrating each stage of the process, showing how the collection of research and the process of analysis has informed your study.</p> <p>You will work within your team to produce a credentials presentation to pitch to a potential client to win work. There will be opportunities to gain insight from guest speakers, a visit to a creative agency and there will be an expectation of professional conduct at all times.</p> <p><b>Assessment for Part One:</b></p> <p><b>Formative assessment:</b></p>	

Formative feedback will be provided during the module following an interim review of the team's progress. Evidence of which can be demonstrated during a group presentation of the team's depth of research and visual journey / storyboard.

Students will be encouraged to create and maintain a reflective log of their journey to assist the production of an individual reflective/visual e-report, whilst contributing to the Graduate+ awards scheme.

### **Summative assessment:**

Summative assessment will involve:

- The production of a team-based credentials presentation (30%) and
- \*The submission of an individual reflective/visual e-report (20%).

\*The individual reflective/visual e-report will contain research, analysis and synthesis of your findings and of the experience, whilst working collaboratively within the team. This will be submitted at the end of the module.

### **Design Entrepreneurship, Strategy and Innovation | Part Two**

During week 5, you will be introduced to a client, where you will be required to respond to a multidisciplinary, client design brief. You will work collectively in teams to explore and analyse a range of primary and secondary research methods, to address a complex design problem.

Teaching and learning will explore:

- How to analyse research and apply marketing principles
- Consumer insights and segmentation
- Design management principles, marketing tools and theory
- How to create effective communication and the presentation of concepts to the client.

The aim is to encourage collaborative working across design disciplines, involving practical tasks and communication, whilst building individual confidence and the application of research to support your own ideas and concepts.

You will be required to use the data obtained during this stage of the module to communicate your journey during a range of tasks and activities in a creative, logical and professional manner.

You will conduct research and provide an in-depth analysis and synthesis of your findings, leading to the production of a series of concepts, which will be contained within a research portfolio, selecting the most suitable for the concept presentation.

### **Assessment for Part Two:**

#### **Formative assessment:**

This will include a progress review of an individual research portfolio, which you will be required to develop. The portfolio will be highly detailed and contain evidence of research and investigative ideas to inform your concept presentation.

#### **Summative assessment:**

This will involve you in the submission of:

- A visual research portfolio containing your research process, analysis and concepts, which is aligned to your chosen design discipline and will demonstrate how you will address the design problem. This submission will be uploaded to Moodle.

- You will also provide your own contribution towards a team-based concept presentation, which you and your team will present to the client. (50%)

Students will be encouraged to create and maintain an online reflective log of their journey during the module, whilst contributing to the Graduate+ awards scheme.

<b>6</b>	<b>Indicative Content</b>
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### **Design Entrepreneurship, Strategy and Innovation | Part One**

- An introduction to Design Management
- Primary and secondary research methods.
- Design practice / consultancy / How practice works
- Entrepreneurship / Setting up and sustaining a design business
- Design business structures and business planning
- Developing a business plan
- Leadership, people management, motivation, emotional intelligence.
- Understanding personalities
- Personality profiling and CV design.
- Team-based credentials presentations – Part One.

### **Design Entrepreneurship, Strategy and Innovation | Part Two**

- The client briefing (based on a complex design problem).
- The market, consumer insights and segmentation
- Communication - Guidance to pitching
- Design Thinking, strategy and a range of models, theory and principles
- Experience / Journey mapping / Design process mapping
- Concept creation

The review of the research portfolio to inform the client concept presentation.

An individual Visual Research Portfolio submission

Team Concept Presentations to client based on individual design specialisms – Part Two.

The online submission of individual reflective/visual e-report from part one to Moodle.

<b>7</b>	<b>Module Learning Outcomes</b> <b>On successful completion of the module, students will be able to:</b>
<b>1</b>	Demonstrate the knowledge and skills to set up and sustain a design business.
<b>2</b>	Develop a multi-discipline collaboration through leadership and people management and assess its impact on the project team.
<b>3</b>	Communicate a critical approach to complex design problems and demonstrate attention to detail when presenting concepts to a client.
<b>4</b>	Evaluate your role and position within the work environment and record your progress from a professional development perspective.

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

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	120
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	40
<b>Private Study (PS)</b> includes preparation for exams	240
<b>Total Study Hours:</b>	400