

Module Specification

Module Summary Information

1	Module Title	Design Major Project
2	Module Credits	60
3	Module Level	6
4	Module Code	DES6010

5	Module Overview
<p>The purpose of the module is to enable you to undertake a sustained, in-depth and theoretically informed research project exploring an area that is of personal interest to you. You will be guided towards choosing a research topic which is relevant to your discipline and in which your lecturers have expertise. The outcome may take the form of a written dissertation or a portfolio.</p> <p>At this level, you will be expected to work partly/somewhat independently but you will receive additional one-to-one support from your supervisor, who will be familiar with your chosen topic area. As you progress on the module, extra support will be available and this may take the form of group seminars, workshops and online materials that will help in the development of your Major Project.</p> <p>This module is an opportunity for you to develop not only academically, but it will also help you to acquire life-long skills and attributes that identify you as a graduate of BCU; a creative problem solver, entrepreneurial, professional and work ready, and having a global outlook. In addition to this and in the context of the creative and cultural industries this means developing an ability to: create work which demonstrates an awareness of professional standards relevant to your discipline; gain an understanding of successful project planning, which may include budgetary and other relevant constraints; be innovative and experimental and to push at the boundaries of your discipline; to self-evaluate and reflect critically on your work, being able to place it within the context of relevant debates within your chosen medium.</p>	

6	Indicative Content
<p>Introduction The Design Major Project will be taught (requiring professional skills acquisition).</p> <p>Design Major Project Briefing Research and investigate a design problem to a chosen design discipline and topic (e.g. service design, innovation, entrepreneurship, sustainable design).</p> <p>Personal Development Planning (PDP) Complex problem solving, people management, creativity, emotional intelligence, service orientation, identifying strengths/weaknesses, coordinating with others. Students to begin a reflective log of progress, based on learning, performance and achievement on Moodle. To identify and redefine professional development plans. Developing a plan of personal, educational and career management. Aligning the experiences gained to the criteria of the Graduate+ awards scheme.</p> <p>Team working Complex problem solving in teams Tutorials Develop research proposals / area of interest. Reflective log (Diary) - Moodle. Project progress log - Moodle.</p>	

Interim Submission of research proposal (online)

Formative submission

Tutorials.

Review research proposals.

Reflective log (Diary) - Moodle.

Project progress log - Moodle.

Business planning for the creative industries

Observation / data collection.

Review and agreement of research proposals

Tutorials

Primary Research -

Individual tutorials: Observation techniques, interviewing, data gathering, site visits, observations, journey mapping.

Data gathering

Interim Submission

Research methodology

Formative submission (online)

Reflective log (Diary) - Moodle.

Project progress log - Moodle.

People management

Emotional intelligence (Group activities), Tutorials, Timesheet log.

Interim Presentation - Formative submission and progress report

Tutorials – Discuss draft report/project.

Reflective log (Diary) - Moodle.

Project progress log - Moodle.

Service / Product Design

The theory, methods and tools for designing products and services.

Individual tutorials.

Reflective log (Diary) - Moodle.

Project progress log - Moodle.

Managing design teams, clients and design projects

(Guest speaker)

Reflective log (Diary) - Moodle.

Project progress log - Moodle.

Individual tutorials

Pitching and professional presentation techniques**Individual tutorials**

(Group activities)

Reflective log (Diary) - Moodle.

Project progress log - Moodle.

Submission

Written/visual response (6000) submission.
 Preparation for presentations and exhibition.

Tutorials

Preparation for presentations and exhibition.

Pin up and display of exhibition work

Final professional presentation of concept and exhibition work.

Assessment and critique.

Submission of completed Professional Development Plan (PDP) to Moodle.

7		Module Learning Outcomes
		On successful completion of the module, students will be able to:
	1	Analyse an appropriate body of published research / professional output in order to identify a research proposal.
	2	Select and apply appropriate methods, underpinned by relevant debates, theories and practice, to develop a response to the defined proposal.
	3	Synthesise the knowledge gained from your activities, in order to demonstrate a resolution that is evaluative and appropriate to the specialism.
	4	Successfully communicate the results of your inquiry giving consideration to appropriate and relevant academic, ethical and professional requirements.
	5	Redefine your career path by recording your experience through the construction of a reflective professional development plan.

8		Module Assessment		
		Coursework	Exam	In-Person
1 - 5		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		120	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		60	
Private Study (PS) includes preparation for exams		420	
Total Study Hours:		600	