

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Major Design: Define
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	LAN6108

<b>5</b>	<b>Module Overview</b>
<p>You will start by defining a project site at strategic scale, which aligns to a sophisticated set of aims and identified contextual and/or theoretical issues (such as that explored in the Major Project module) and design potentials. Critical analysis will be required to consider and decide on a suitable site for study. Further to this you will be expected to explore site conditions and design ideas to create an integrated conceptual design brief and vision the specific chosen site.</p> <p>The 'concept design' will set out the key design principles of the project proposals, use, character and experiences, with the aim of selling the design to the client, stakeholders and public audience. Final outputs will form the basis for a Masterplan design in Major Design: Deliver.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>Indicative</p> <ul style="list-style-type: none"> <li>• Student-led focus and narrative</li> <li>• Project Feasibility and Procurement:</li> <li>• Design Stages: such as RIBA stages, Design Council process, design freeze</li> <li>• Investigations, Survey and Analysis: Recording, Mapping and Analysing site data:</li> <li>• Strategic to Site, 1:50000 &gt; 1:1000</li> <li>• Physical context</li> <li>• Cultural context</li> </ul> <p>Vision</p> <ul style="list-style-type: none"> <li>• Developing a Design brief: defining the broad aims and objectives of project</li> <li>• The concept 'Sketch', appropriate approaches to representation early-stage design</li> <li>• Conceptual narrative: exploring and connecting ideas, providing a vision</li> <li>• Using research of theory and precedent for design inspiration</li> </ul> <p>Other Skills</p> <ul style="list-style-type: none"> <li>• Studentship and Professionalism</li> <li>• Using Precedent to Explain and Inform Design proposals</li> <li>• Verbal and Visual Presentation</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	Collate, organise and analyse physical and contextual site information.
	<b>2</b>	Produce a conceptual design response, evidenced through both design process and final resolution and informed by reflection on design precedent with relationship to the specific context.
	<b>3</b>	Explore a variety of industry-standard and innovative representational techniques to communicate, visual analysis of site and wider context, and conceptual vision for the site.

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>			
	<b>Coursework</b>	<b>Exam</b>	<b>In-Person</b>
<b>1-3</b>	X		

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>	<b>Hours</b>	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	96	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	64	
<b>Private Study (PS)</b> includes preparation for exams	40	
<b>Total Study Hours:</b>	200	