

Liverpool John Moores University

Title: Introduction to Design Principles
Status: Definitive
Code: **4001PD** (117700)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool School of Art & Design
Teaching School/Faculty: Liverpool School of Art & Design

Team	Leader
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Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 80.00

Total Learning Hours: 240 **Private Study:** 160

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	4.000
Practical	32.000
Seminar	8.000
Tutorial	4.000
Workshop	32.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	2D Idea generation and concepts	60.0	
Artefacts	AS2	3D Modelling and exploration	40.0	

Aims

- 1: To introduce students to fundamental 3D design principles, techniques and vocabulary
- 2: To develop students ability to generate, explore & communicate ideas both in 2D and 3D, underpinned by problem solving and creative/inspiration routes
- 3: To introduce the exploration of aesthetics through 2D and 3D composition and form
- 4: To introduce an understanding of studio and workshop practice

Learning Outcomes

After completing the module the student should be able to:

- 1 1. Recognise and apply a range of communication techniques utilised by a 3D designer
- 2 2: Demonstrate an ability to generate, explore & communicate ideas in 3D
- 3 3: Demonstrate an understanding of aesthetics through 2D and 3D composition and form
- 4 4: Demonstrate an understanding of studio and workshop practice

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Artefact	1	3	4
Artefact	2	3	4

Outline Syllabus

Self inventory
Diagnostics exercises
Workshop activities
Drawing skills
Modelling skills
Idea generation
Creative approaches
Presentation techniques
Personal learning

Learning Activities

Students will engage in a series of activities for producing design outputs in the context of undergraduate product design academic study. Students will be inducted and introduced and inducted into the 3D workshop and experience modelling with a variety of materials. Studio based activities will also include modelling with card and paper to explore 2D-3D modelling approaches. Students will work with a wider selection of materials and visual imagery as inspiration to inform the creative

process.

References

Course Material	Book
Author	Bailey, S.
Publishing Year	1973
Title	In Good Shape
Subtitle	Style in Industrial Products
Edition	
Publisher	Van Nostrand Reinhold, New York
ISBN	

Course Material	Book
Author	Bevlin, M.
Publishing Year	1977
Title	Design Through Discovery
Subtitle	The Elements and Principles
Edition	
Publisher	Henry Holt and Company, New York
ISBN	

Course Material	Book
Author	Parsons, T.
Publishing Year	2009
Title	Thinking
Subtitle	Objects Contemporary Approaches to Product Design
Edition	
Publisher	Ava Academia, Lausanne
ISBN	

Course Material	Book
Author	Pipes, A.
Publishing Year	2007
Title	Drawing for Designers
Subtitle	
Edition	
Publisher	Laurence King Publishing, London
ISBN	

Course Material	Book
Author	Mollerup, P.
Publishing Year	2001
Title	Collapsibles
Subtitle	A Design Album of Space-Saving Objects

Edition	
Publisher	Thames and Hudson, London
ISBN	

Course Material	Book
Author	Lin, M.W.
Publishing Year	1997
Title	Drawing and Designing with Confidence
Subtitle	A Step by Step Guide
Edition	
Publisher	John Wiley and Son, New York
ISBN	

Course Material	Book
Author	Olofssen, E. and Sjolen, K.
Publishing Year	2006
Title	Design Sketching
Subtitle	
Edition	
Publisher	Ljungbergs Tryckeri AB, Sweden
ISBN	

Course Material	Book
Author	Nenad, P.
Publishing Year	2005
Title	Industrial Designers Guide to Sketching
Subtitle	
Edition	
Publisher	Tapir Academic Press, Norway
ISBN	

Course Material	Book
Author	Lidwell, W., Holden, K. and Butler, J.
Publishing Year	2003
Title	Universal Principles of Design
Subtitle	
Edition	
Publisher	Rockport Publishing, Massachussets
ISBN	

Course Material	Book
Author	Williams, C.
Publishing Year	1981
Title	Origins of Form
Subtitle	
Edition	
Publisher	Architectural Book Publishing, New York

ISBN	
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Course Material	Book
Author	McDermott, C. (ed)
Publishing Year	1999
Title	The Product Book
Subtitle	
Edition	
Publisher	Rotovision / DA&D, Hove
ISBN	

Course Material	Book
Author	Wong, W.
Publishing Year	1997
Title	Principles of Two-Dimensional Design
Subtitle	
Edition	
Publisher	John Wiley and Sons
ISBN	

Notes

Students will identify - and build on- prior learning, making the transition from school to University as transparent as possible. Students form relationships with peers, staff and map resource bases