Liverpool John Moores University

Title: ALTERNATIVE DESIGN ROUTES

Status: Definitive

Code: **5012PD** (110047)

Version Start Date: 01-08-2011

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

Team	emplid	Leader
Jon Spruce		Υ

Academic Credit Total

Level: FHEQ5 Value: 36.00 Delivered 90.00

Hours:

Total Private

Learning 360 Study: 270

Hours:

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10.000
Practical	40.000
Seminar	20.000
Workshop	20.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework by the submission of coursework and supporting materials as outlined in the module handbook.	100.0	

Aims

To develop students awareness of the importance of matching production goals to appropriate production technologies

To extend students' awareness of the impact of marketing and technological choices on the characteristics of production designs.

To clarify the distinctions between designing to a commissioned and a self-

generated brief

To differentiate between mass and batch production requirements.

Learning Outcomes

After completing the module the student should be able to:

- Demonstrate their ability to identify appropriate production processes, and materials for a chosen market sector.
- 2 Propose appropriate design solutions to briefs for products specific to mass production or batch production markets.
- Exploit two and three-dimensional media such as digital modelling, manual and computer based illustrative processes to communicate their designs in ways appropriate to the selected market.

Learning Outcomes of Assessments

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

ESSAY 1 2 3

Outline Syllabus

Weekly mini-lectures on high and low volume molding processes, alternative assembly and finishing methods. Additional lectures to cover basic marketing and costing issues. Weekly seminar groups to oversee design process and discuss matters arising.

Learning Activities

Students will work from a prepared brief to generate a design solution appropriate to their choice of either: a commissioned mass production market, or a design-led batch production market.

Students will produce a report explaining the relationship between the defined market and their choice of production formats.

Students will use the studio, computer and workshop resources to develop two and three-dimensional materials in pursuance of their solutions.

A series of lectures and, or site visits will serve to inform students as to the appropriate materials, production techniques and marketing considerations that they will need to be aware of to complete the module.

References

Course Material	Book
Author	SCHUMACHER, E; PEARCE, J;

Publishing Year	2001
Title	'Small Is Still Beautiful'
Subtitle	
Edition	
Publisher	Harper Collins
ISBN	

Course Material	Book
Author	PAPENACK, V;
Publishing Year	1997
Title	'Design For The Real World'
Subtitle	
Edition	
Publisher	Thames and Hudson
ISBN	

Notes

Students following all routes will undertake this module working towards the same learning outcomes using different briefs written as appropriate for their individual route.