

Liverpool John Moores University

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Title: Briefed Project
Status: Definitive
Code: **6001PD** (117753)
Version Start Date: 01-08-2012

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

| Team | Leader |
|-------------------|--------|
| Martin Gee | Y |
| Jon Spruce | |
| Jeanette Tunstall | |
| Sarah Moriarty | |
| Stephen Bowe | |

Academic Level: FHEQ6
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 | 3.000 |
| Practical | 60.000 |
| Seminar | 3.000 |
| Tutorial | 4.000 |
| Workshop | 10.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|-----------|-------------------|----------------|---------------|---------------|
| Artefacts | AS1 | Design Project | 100.0 | |

Aims

- 1: *To enable students to develop design concepts through the investigation of a contemporary design issue*
- 2: *To enable students to identify and respond to externally established design parameters*
- 3: *To allow students to identify and pursue an appropriate design issue to drive concept generation*
- 4: *To develop students ability to manage and implement design approaches which reflect a specialist theme*

Learning Outcomes

After completing the module the student should be able to:

- | | |
|---|---|
| 1 | 1: Demonstrate an understanding of the current debates and issues affecting contemporary design |
| 2 | 2: Demonstrate an understanding of externally established design parameters |
| 3 | 3: Demonstrate the ability to identify and critically examine a relevant design issue |
| 4 | 4: Justify the selection of appropriate techniques and approaches to inform design decisions. |

Learning Outcomes of Assessments

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

| | | | | |
|----------|---|---|---|---|
| Artefact | 1 | 2 | 3 | 4 |
|----------|---|---|---|---|

Outline Syllabus

- *Design issues; eg cultural, social and gender issues, environmental and ethical issues, social responsibility, design against crime, semantics*
- *Psychology of competitions*
- *Clarification of tasks*
- *Research and analysis skills*
- *Product design issues; eg cultural, social and gender issues, environmental and ethical issues, product semantics, product aesthetics*
- *Task Analysis*
- *Ethnography*
- *Problem solving, evaluation and decision making*
- *Visual communication*

Learning Activities

The primary vehicle for the delivery of this module is the project, which will be supported by individual tutorials, seminars, exercises and the occasional lecture. The nature of the module will demand a self-directed approach by students. Where appropriate national competitions (eg RSA, D&AD) will be used as a basis for the

project.

References

| | |
|------------------------|-----------------------|
| Course Material | Book |
| Author | Arad, R. |
| Publishing Year | 2002 |
| Title | Spoon |
| Subtitle | |
| Edition | |
| Publisher | Phaidon Press, London |
| ISBN | |

| | |
|------------------------|----------------------------|
| Course Material | Book |
| Author | Rashid, K. |
| Publishing Year | 2001 |
| Title | I Want to Change the World |
| Subtitle | |
| Edition | |
| Publisher | Thames and Hudson, London |
| ISBN | |

| | |
|------------------------|-------------------------------|
| Course Material | Book |
| Author | Norman, D. |
| Publishing Year | 1998 |
| Title | The Design of Everyday Things |
| Subtitle | |
| Edition | |
| Publisher | The MIT Press, Massachusetts |
| ISBN | |

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|------------------------|--------------------------------|
| Course Material | Book |
| Author | Jordan, P. |
| Publishing Year | 2002 |
| Title | Designing Pleasurable Products |
| Subtitle | |
| Edition | |
| Publisher | Taylor and Francis, Oxford |
| ISBN | |

| | |
|------------------------|--------------------------|
| Course Material | Book |
| Author | Marzano, S. |
| Publishing Year | 1999 |
| Title | Creating Value by Design |
| Subtitle | Thoughts and Facts |

| | |
|------------------|------------------------|
| Edition | |
| Publisher | Lund Humphries, London |
| ISBN | |

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|------------------------|------------------------------------|
| Course Material | Book |
| Author | Kunel, P. |
| Publishing Year | 1999 |
| Title | Digital Dreams |
| Subtitle | The Work of the Sony Design Centre |
| Edition | |
| Publisher | Laurence King, London |
| ISBN | |

| | |
|------------------------|-----------------------------|
| Course Material | Book |
| Author | Coleman, R. |
| Publishing Year | 1991 |
| Title | Designing Our Future Selves |
| Subtitle | |
| Edition | |
| Publisher | RCA, |
| ISBN | |

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|------------------------|---------------------------|
| Course Material | Book |
| Author | Papanek, V. |
| Publishing Year | 1980 |
| Title | Design for the Real World |
| Subtitle | |
| Edition | |
| Publisher | Thames and Hudson, London |
| ISBN | |

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|------------------------|------------------------|
| Course Material | Book |
| Author | Whitley, N. |
| Publishing Year | 1993 |
| Title | Design for Society |
| Subtitle | |
| Edition | |
| Publisher | Reaktion Books, London |
| ISBN | |

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|------------------------|---------------------------------|
| Course Material | Book |
| Author | Fiell, C. and Fiell, P. |
| Publishing Year | 2001 |
| Title | Designing the 21st Century |
| Subtitle | |
| Edition | |
| Publisher | Benedikt Taschen Verlag, London |

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|-------------|--|
| ISBN | |
|-------------|--|

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|------------------------|--|
| Course Material | Book |
| Author | Vihma, S. |
| Publishing Year | 1995 |
| Title | Products as Representations |
| Subtitle | |
| Edition | |
| Publisher | Helsinki University of Art and Design, Finland |
| ISBN | |

| | |
|------------------------|------------------|
| Course Material | Book |
| Author | McDermott, C. |
| Publishing Year | 1999 |
| Title | The Product Book |
| Subtitle | |
| Edition | |
| Publisher | Rotovision, Hove |
| ISBN | |

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|------------------------|-------------------|
| Course Material | Journal / Article |
| Author | |
| Publishing Year | |
| Title | ID |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|-------------------|
| Course Material | Journal / Article |
| Author | |
| Publishing Year | |
| Title | New Design |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|-------------------|
| Course Material | Journal / Article |
| Author | |
| Publishing Year | |
| Title | Design Issues |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|-------------------|
| Course Material | Journal / Article |
| Author | |
| Publishing Year | |
| Title | Innovation |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

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|------------------------|-------------------|
| Course Material | Journal / Article |
| Author | |
| Publishing Year | |
| Title | Design Week |
| Subtitle | |
| Edition | |
| Publisher | |
| ISBN | |

Notes

Design is fuelled by debate of contemporary issues. This module aims to encourage students towards the establishment of a personal design agenda, to inform and drive their own product concepts. Students will have the opportunity to apply an individual and contemporary dimension to their design solutions. Design competitions will be utilized as the primary vehicle for this module, allowing students to explore a personal design agenda within a competition framework.