

LEVEL 5 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MDes Automotive & Transport Design		
Module:	Concept Studies		
Module code:	M5X01365	Contribution to Overall Module Assessment (%):	CW2 - 50%
Lecturer:	Paul Morrow	Internal Verifier:	SGF
Assignment Title:	Self Directed Project	Word count (or equivalent):	5 Elements 10 credits
Submission deadline:	By 15:00 on 13.01.2020	Return date of provisional marks & written feedback:	10.02.2020
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

1. Demonstrate proficiency in the conceptualisation of new or unique vehicle or transport types.
2. Demonstrate visual awareness and new approaches to vehicle aesthetics and the ability to communicate designs clearly through the use of different media and techniques.

TASK DESCRIPTION

This is a chance for you all to do a transport / vehicle project of your own choice. Think of it as a chance to take a risk on a project you may consider for next year's major project or a project to add variety to your portfolios. There is no restriction on vehicle type or when it is proposed to be launched. You can even try an external or competition brief.

By deciding on your own project you will have done primary research in your mind to make a decision, so you are requested to produce a one page A4 project description/rational.

Decide by week 2 of the project (W/C 25.11.19) on the direction you want to take. Start to rough scheme the package arrangement to suit your own scenario. It is important to consider the technical elements of the vehicle for example; how would the vehicle be powered and why.

Hand drawn & manually rendered visuals are preferred but there is no problem if some of you do prints of CAD models - the important thing is to get your design across to the audience.

Deliverables:

- A4 Project Rational/Description
- A3 Influence/mood board
- A3 Package Drawing
- A3 Front & Rear 3/4 Design visual
- Sketch Development book

Assessment Criteria: the project will be assessed in relation to the specific deliverables as follows: LO1 Will be assessed using the common assessment & marking criteria 1 & 2
LO2 Will be assessed using the common assessment & marking criteria 3, 4 & 5

1. Engagement with Literature Skills (20%) - *Research & Rational*

2. Knowledge and Understanding Skills (20%) – *Package Drawing.*

3. Cognitive and Intellectual Skills (20%) – *Sketch Development.*

4. Practical Skills (20%) – *Final Design Proposal,*

5. Transferable Skills for Life and Professional Practice (20%) - *Presentation skills, timely completion of task,*

Submission: All work to be submitted for assessment on **13th of Jan by 3:00 pm** - pinned on the walls and on desks in ALEX room AA206 for assessment.

Feedback: Work will be reviewed in small group and individual tutorials with tasks being designated and reviewed the following week a part of the 'formative' feedback process. So you must attend.

You will be provided with written 'Summative' (marks) feedback and the opportunity to discuss your performance in a studio tutorial on or before the feedback date 10.02.2020.

