

Principals of Design Evaluation – Catherine Rimmer 2103775

I have enjoyed the Principals of Design module and overall have learnt a lot from it. I enjoyed working from a source of information. I feel that in the different techniques we were taught at the start of the modules were helpful such as us looking at just images in the lesson and all collecting our initial response. The 7 steps of design were also something I found useful. I had been taught similar methods of iterative processes throughout school but there was never a clear system to follow like in this.

In this module there was a lot of team work. I understand that this is a key part of working in industry but I don't like that all large projects we did during this module were team based. I definitely had some positive experiences in these projects. I found that during 'The Mountaintop' my team worked well despite some all of us using different mediums to collect and create our work we did produce interesting mood boards. This is probably because we quickly delegated the characters and worked more independently until we regrouped to show our work. I did however not enjoy working on the storyboard for 'The Last Night of the World'. I really enjoyed the script, much like I did for all texts we were in this module, but I found my team not working well. I don't know if it was because of personality clashes or different levels of work expected but I found myself often the only one attempting to complete the work and focus as the others went on tangents.

Often in groups I found myself contributing lots of ideas and working well with my team. When we did the 2-hour design challenge I my team was great and I felt we all worked well and really collaborated. I liked the challenge and the task set. I also appreciated that there were very clear goals of what we had to complete I found sometimes on the module we were given too much freedom or the description of the tasks were quite vague. Some other team tasks I felt like I somehow stepped into a sort of leadership role, at least with the design elements. An example of this would be Robot boy, liked my team and we worked well together but I was the one to come up with the main idea and draw most sketches. This may however be because I am confident in my sketching ability and am able to communicate ideas visually through sketch. On this project once we had committed to the final idea, I do think that we delegated tasks well and worked as a group effectively despite some members absence at times.

Another thing on this module was that I was never definite on whether our group projects were to be presented formally or just talked about in groups. I had mixed messages on some project as to whether we would present our work. If I were to redo this module, I would just always make a PowerPoint for our team projects as I was often left doing presentations without a visual aid. There were also multiple times where I was set a project or homework task which I was ready to present and these were never touched upon again, such as the presentation about 2 designers or take pictures to present the narrative of a song.

I have often struggled with analyzing scripts but I think that when given the set of questions during the 'The Mountaintop' read through it was helpful. In the future I will try to use this more and will keep it as an aid moving forward.

I feel that in this course I did at times struggle to keep a good balance between the amount of work I was doing. However, through the course of the module I have found ways which I work better. I have

started going away from my flat and going to quite places like the library. I find the people and things in my flat often a distraction and I couldn't focus on my work. I also found working individually on things in small groups was helpful and it meant I could work without completely isolating myself.