

M6X01244 Major Project: Design Realisation and Communication

Self-Directed Design Project

Task:

This module is the second stage of the Major Project, where you will undertake further practical research, development and detail design, culminating with a physical or digital manifestation of the final design proposal.

1 - Assessment (CW1): 10% Oral Presentation (15 minutes total)

(5 minutes presentation + 10 minutes Q & A);

Oral presentation and examination of final design outcome to an assessment panel.

2 - Assessment (CW2): 20% Design Evaluation Report (3000 words).

Evaluative report documenting the following key elements: Executive summary (project description/rational 100 - 150words) this will be used in your exhibition;

Detailed description/specification of design outcome; Critical evaluation of the design development and realisation process; the designed outcome in relation to your Personal Brief/PDS derived from your independent Inquiry, market awareness & sustainability.

3 - Assessment (CW3): 30% Portfolio of Design Development.

Presenting all aesthetic and functional (ergonomic & technical) & model development, using a range of appropriate methods. This portfolio should show the evolution of your project to the realisation of your final design.

4 - Assessment (CW4) 40% Design Outcome & Communication

Presentation of a high quality final artefact/model/prototype and professional visuals that clearly and effectively exhibit and communicate the effectiveness of your design outcome.