

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MDes Automotive & Transport Design		
Module:	Creative Design Development		
Module code:	M4X02236 (CW2a)	Contribution to Overall Module Assessment (%):	25%
Lecturer:	Paul Morrow	Internal Verifier:	S Fontanarosa
Assignment Title:	On Package	Word count (or equivalent):	2 Elements. 10 credits
Submission deadline:	08.03.2021 by 2:00 PM	Return date of provisional marks & written feedback:	26.04.21
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. Understand ergonomic & anthropometric principles and their relationship to the vehicle design process.
2. Execute design projects using an appropriate blend of creative and systematic methods to determine the volume & form of vehicles.

TASK DESCRIPTION

Introduction:

As vehicle designers you will generally style around given package drawings, which dictate the occupant positions & 'hard points' which must be avoided. A good understanding of general ergonomic & technical packaging & package experimentation will give you the confidence to challenge engineers. You must now bring your concept ideas to a realistic place in order for your design to be producible.

Brief:

Using your project visuals from (CW1b) Classic Re-design 2030 project from semester 1 as your reference point. Produce a package drawing to underpin shaded orthographic/model drawing views, which could be used to assist you in producing a model (CAD or Physical).

Deliverables:

1. An A3 presentation board, showing a scale (depending on vehicle size) three view (front, side & top) package drawing (quality line drawing with colour coded elements) in 3rd angle projection. The 5% female (side view only) & 95% male driver, 95% male passengers, drive train is required in all three views. Basic dimensions should be shown. Only show an outline of the car profile & make sure views line-up with each other. Save the final design as a PDF file.
2. An A3 presentation board – using the above as an undelay – produce an orthographic three view shaded visual using pencil shading (ideally) and line-work or a digital visualising software should you not be able to print the package drawing. Save the final visual as a Jpeg or PDF file

Note: Don't forget to title (top left) & put your name (bottom right) on the boards.

Also: Alias is a good tool to use wire framing (line work only) to aid in aligning views, scaling and positioning ergos.

Submission:

Deadline Mon 8th March 2021 by 2:00 PM.

Create a folder labelled **Assignment 3 On-Package_Your Surname.Initial**
Place your submissions in the above folder and place the folder in your OneDrive
Folder M4X02236.

Feedback: You will be provided with written 'Summative' (marks) feedback and the opportunity to discuss your performance in a tutorial on or before the feedback date of **26th April 2021**

Assessment Criteria:

The project will be assessed in relation to the specific deliverables as follows: **L01 & L02** - Will be assessed using the following **Common Assessment Criteria:**

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

2 Knowledge and Understanding Skills (Marks Available: 40 out of 100)

Guidance specific to this assessment:

Ergonomic, Technical layout & Content of the package drawing

3 Cognitive and Intellectual Skills (Marks Available: 20 out of 100)

Guidance specific to this assessment: *The Design solution*

4 Practical Skills (Marks Available: 40 out of 100)

Guidance specific to this assessment:

Application of Digital skills & Scaling of the package drawing & quality of orthographic views

M4X02236 - CW2a **STUDENT FEEDBACK FORM**
Assignment Title:
On Package
Student name:

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Marks will be allocated based on how well the student has met the generic assessment criteria in each task.	Marks available	Marks awarded
1. Engagement with Literature Skills	0	
2. Knowledge and Understanding Skills <i>Ergonomic, Technical layout & Content of the package drawing</i>	40	0
3. Cognitive and Intellectual Skills <i>The Design solution</i>	20	0
4. Practical Application Skills <i>Application of Digital skills & Scaling of the package drawing & quality of orthographic views</i>	40	0
5. Transferable Skills for Life and Professional Practice	0	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)

Late Submission Penalties (tick if appropriate)

Up to 1 week late (40% Max)

Over 1 week late (0%)

0 %