

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MDes Automotive & Transport Design		
Module:	Creative Design Development		
Module code:	M4X02236	Contribution to Overall Module Assessment (%):	CW2 - 50%
Lecturer:	Paul Morrow	Internal Verifier:	John Hill
Assignment Title:	Inside-Out	Word count (or equivalent):	4 elements 20 Credit
Submission deadline:	27.03.2019	Return date of provisional marks & written feedback:	15.05.2019
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:

The arrangement of a vehicle's internal components, the seating/riding arrangement, number of occupants & luggage space – dictates the proportion & classification of a vehicle. As vehicle designers you will generally style around given package drawings, which dictate the occupant positions & 'hard points' which must be avoided. However if you wish to work in the advanced studios or design innovative & unique vehicles you will need to generate your own package drawings to determine the proportion/volume of the vehicle. A good understanding of general ergonomic & technical packaging & package experimentation will give you the confidence to challenge engineers, rather than being dictated to by them. Also, as designers you should always be looking out for new inspiration for new style directions.

Brief:

Design a vehicle from the inside-out. The design must accommodate: 95%ile male & 5%ile female ergonomic figures in the driver position & two 95%ile males in passenger seat/positions, one electric motor, two batteries & must have 3 or 4 wheels (see next page for dimensions). Brainstorm & experiment with various ergonomic & component arrangements before deciding on a final design. Your sketchbook should be full of stick men, doodles, comments, loosely drawn 'ergos', vehicle outlines & style doodles etc. Show your imagination & remember there is no such thing as a bad idea in the early stage of idea generation. Bounce ideas off your class mates. Proposals & development should be unique as you are proposing a tree seater/three person vehicle. Using the '**Dyson**' or '**Alessi**' brand to influence the style of your vehicle. Gather images of this brand & highlight the brand values and styling cues.

Produce visuals & a detailed 3 view package drawing and representation of the final design.

Deliverables:

1. A3 boards showing front & rear $\frac{3}{4}$ perspective views of your final exterior form. May be manually tonal marker rendered or pencil shaded to show form. No prints.
2. A3 Influence/mood board showing style influence images of the Dyson or Alessi brand with observations/findings highlighted with text bullet points.
3. A3 sketchbook showing your experimentation, design sketches & notes. Must be well presented with a titled front sheet. Show all ideas & brainstorming of arrangement experimentation, plus style development. Blue foam sketch models may be used to aid form development.
4. 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, electric motor & two batteries are required in all three views. Basic dimensions should be shown.

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

Submission:

Please assemble all of the above on your wall space/desks in your studio AA206.

Deadline: **Wed 27.03.19 by 12:00**. Please hand in digital work in **AA203 by 12:00** please get there between 11:00 and 11:45 to load your digital copy before the deadline.

Create a folder labelled **CDD-2– Initial_Surname** & place any digital development work in the file & include a PDF file of your digital package drawing & influence board.

Assessment Criteria:

The project will be assessed in relation to the specific deliverables as follows: **LO1** - Will be assessed using **Common Assessment Criteria 4**. **LO2** - Will be assessed using the following **Common Assessment Criteria**:

1. **Engagement with Literature Skills (10%):** *Dyson or Alessi influence board*
2. **Knowledge and Understanding Skills (20%):** *Vehicle Style - Sketch development*
3. **Cognitive and Intellectual Skills (25%):** *The Design Aesthetic*
4. **Practical Skills (30%):** *Content & Detail of Package Drawing*
5. **Transferable Skills for Life and Professional Practice (15%):** *Professionalism & Quality of Presentation.*

Feedback:

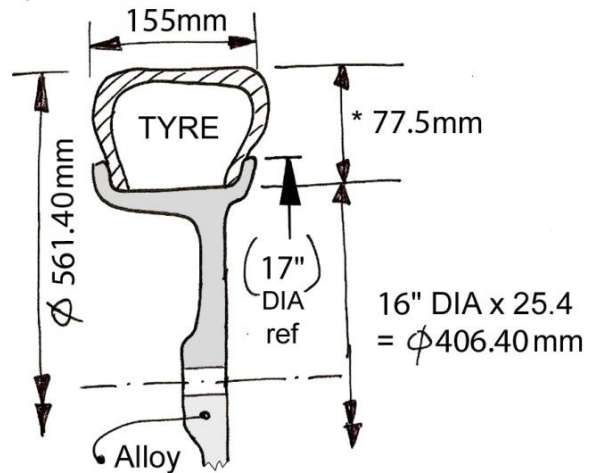
Work will be reviewed in small group and individual tutorials with tasks being designated and reviewed the following week a part of the 'formative' feedback process. So you must attend.

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 15.05.19

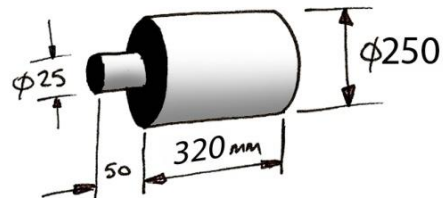
3 or 4 Wheels - 155 x 50 x 16

$$* 155 \times 50\% = 77.5 \text{ mm}$$

Note: A 16" wheel would measure approx 17" across the rim - ref



Electric Motor x 1



Batteries x 2

