

ASSIGNMENT SPECIFICATION

Student name:		Student P number:	
Programme:	BA/MDes Automotive & Transport Design	Faculty/School:	FAD/SD&AA
Module:	Creative Design Development	Module Level (4, 5, 6, 7):	4
Module code:	M4X02236	Contribution to Overall Module Assessment (%):	25%
Lecturer:	Paul Morrow	Internal Verifier:	S Fontanarosa
Assignment Title:	Punk My Ride	Assignment No (x of x):	2 of 3

Hand Out Date:	29.11.17	Submission Date:	24.01.18	Feedback Date:	By 21.02.18
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Referencing:	Written coursework submissions: In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication). Harvard or APA referencing systems is accepted. Practical coursework submissions: You must give credit to designers or artists whose work you have used to inspire your own. Where specific designs or images have been used in your development work you must indicate the name of the 'author' and details of the source of the work (e.g. book, journal, website etc.).						
Disclosure:	I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.						
Student's Signature:	<i>Assignments will not be accepted without a signature here and date ></i>	Date of submission:					
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. If both electronic and hard copy submissions are required then both versions MUST be submitted by the same deadline. No marks will be released until both submissions are received. Note: the Turnitin version is the primary submission and acts as a proof of receipt for the student. A paper receipt must be completed for hard copy submissions, including portfolios and other design work.			<table> <tr> <td>YES</td><td></td></tr> <tr> <td>NO</td><td>✓</td></tr> </table>	YES		NO	✓
YES							
NO	✓						

Penalties for late submission: Up to ONE week late, maximum mark of 40% for first attempt.
Work cannot be accepted after ONE week and will be recorded as a non-submission, 0%.

- The Assignment Specification Form **MUST** be at the front of all assignment submission. Assignments will not be accepted without this form, as it is a requirement that you sign the disclosure regarding referencing conventions.
- DO NOT** include this form in your Turnitin submission or it will match many similarities with other students' submissions.

ASSIGNMENT DESCRIPTION

Learning Outcomes

Module Learning Outcomes being Assessed:

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



Introduction:

The arrangement of a vehicle's internal components, the seating/riding arrangement, number of occupants & luggage space – dictates the proportion of a vehicle. Should you wish design innovative & unique vehicles you will need to generate your own package drawings to determine the proportion/volume of your design. A good understanding of general ergonomic & technical packaging & package experimentation will give you the confidence defend a design. In the world of vehicle design companies are always looking for new and innovative ways of finding new approaches to design and aesthetics. Although established brands sometimes have a strong visual identity/DNA they sometimes have to shake off the shackles of the restraint of their current design language and start with a completely new approach. This project is about setting the scene to find a unique design direction.

Brief:

Design a Diesel Punk / Steam Punk inspired Hot-rod.

The design must accommodate 1 to 4 occupants: 95%ile male & 5%ile female ergonomic figures in the driver position & 95%ile males in passenger seat/positions, Brainstorm & experiment with various ergonomic & component arrangements before deciding on a final design. Your sketchbook should be full of doodles, comments, loosely drawn 'ergos', vehicle outlines & style sketch work etc. Show your imagination & remember there is no such thing as a bad idea in the early stage of idea generation. Gather images of the science fiction genre Diesel Punk and/or Steam Punk & highlight key descriptive words and styling cues. Produce a mood/influence board fairly quickly to feed your creative juices.

Guidance for Students in the Completion of Tasks

Deliverables:

1. A3 presentation board, showing a scale (dependent on vehicle size) package drawing (quality line drawing with colour coded elements) in 3rd angle projection of the side and top view. Show drive-train, fuel source and driver/passenger 'ergos'. Basic dimensions should be shown.
2. A3 board showing illustrated side & top orthographic views of your final exterior form/design. Use your package views as underlays. May be manually tonal marker rendered or pencil shaded to show form. No prints.
3. A3 Influence/mood board showing style influence images with observations/findings highlighted with text bullet points.
4. 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.

Note: See Moodle (under this module) for colour code chart for vehicle packaging.

Don't forget to name, title & annotate your boards

Assessment: Please assemble all of the above by 12:00 on Wed 24th of Jan 2018 on your wall/desks.

Assessment & Feedback

Learning Outcome 1 - Will be assessed using the following elements:

Vehicle arrangement ideas - Content & Detail of Package Drawing - will be assessed using **Common Assessment Criteria 4**

Learning Outcome 2 - Will be assessed using the following elements:

Influence board will be assessed using **Common Assessment Criteria 1**

Sketch development will be assessed using **Common Assessment Criteria 2**

The Design will be assessed using **Common Assessment Criteria 3**

Method and Quality of Presentation Visuals will be assessed using **Common Assessment Criteria 5**

You will be provided with written feedback and the opportunity to discuss your performance in a studio tutorial on or before the 21st of Feb 2018