

ADAA7006

Major Design Project

60 CREDITS

Semester 3 -2025.

Preliminary briefing for Major Design Project

- Official start date June 18th.
- You can only progress onto this module by passing all of the Semester 1 and 2 modules.
- This extra time is for your research and developing ideas for your proposal.

Studio Space for the summer

- AAG05 – Makers Room – After June 6th.
- All lectures, seminars and tutorials
- Individual space for you to work.

Key Dates

Official Start date – June 18th 2025, (this is our proposal stage now)

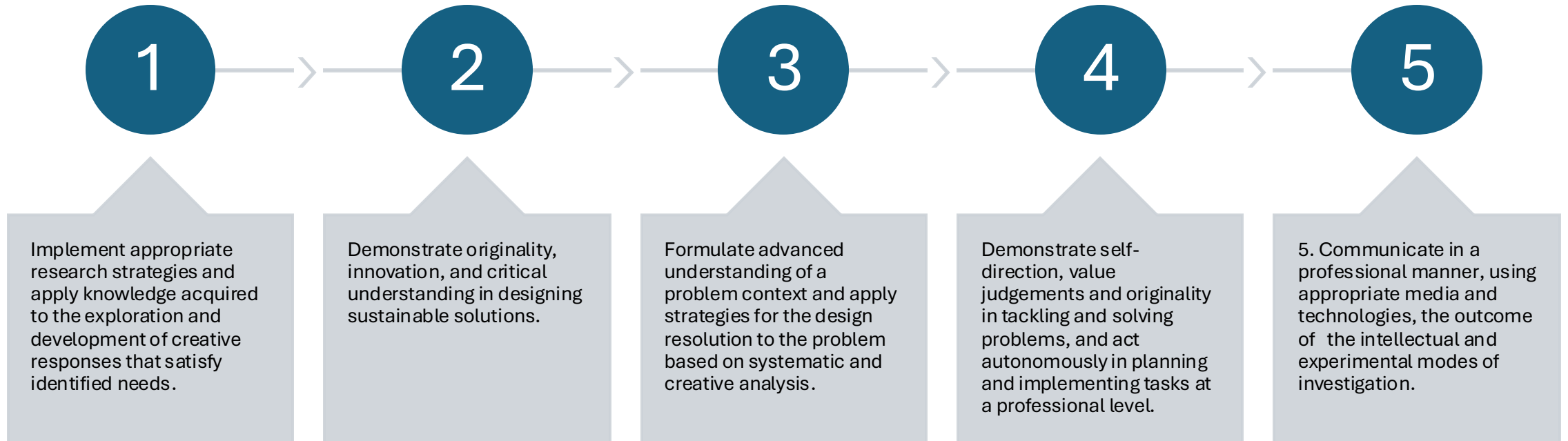
Formative review dates – June 6th – Reading Room.

Deadline – September 11th 2025

Vivas – September 12th 2025

Final Showcase of work – September 12th.

Module Learning Outcomes



This module continues on from the previous modules of your master's degree. It focuses with the completion and presentation of an individually undertaken Major Design Project. This praxis should show a clear trajectory of a creative design enquiry, reflecting a balanced combination of original research, data gathering, design investigation and exploration to deliver a well-considered and innovative outcome with a supporting portfolio of evidence and evaluative discourse, which can be of an illustrative or creative nature. There should be an organic relationship between the practical design work and the written element. Students will be scheduled tutorials with teaching staff on a regular basis and should check their emails and Moodle page for up-to-date information.

Outcomes required

A portfolio of in-depth research on your chosen area of interest that informs and feeds your practice. Evidence of design development and idea generation, experimentation with media, techniques and theoretical thinking.

Final outcome(s) created from your research and design ideas that communicates your theoretical and practical skills as a designer.

An **evaluative report** that supports your practical work.

Outcomes:

Could be.....



Evaluative Report

2000 words working to this outline:

1 Project Subject/Question (what and why?)

2 Research sources (names, texts, key thinkers, books, designers, artists)

3 Your outcome and a critical analysis of it.

4 Personal reflection on the process and outcome – strengths and weaknesses.

(Images to be included throughout)

Project Plan

Stage 1

Personal proposal - This will need to be completed and discussed with your tutor before the module starts.

Stage 2

Research and experimental time, which will require 'playful' and creative practice. You must record ALL outcomes.

Stage 3

Design development and refining of ideas as you work towards your final outcome.

Stage 4

Realisation of final outcome.

Begin evaluative report

Stage 5

Completion of research & design portfolio and completion of short show reel for final show case.

Complete evaluative report to submit with portfolio and final outcome.

Where do we start?

- Project Proposal.
- In preparation for your major design project, you are required to complete the reflective questionnaire (issued) and complete the proposal form provided.
- Please produce a power point presentation (no more than 10 slides) describing your proposal using the 4 headings below.
- This will be presented to your group and staff as a starting point for your major project in Semester 3 on June 6th at 10am in the Reading Room ALEX.

1. Research & Documentation

- Find at least 10 examples of relevant and influential research that will inform your work. This must include at least 6 key artists, designers or theorists that have and could continue to influence your work. Please include both visual and informative information of these references.

2. Clearly state your design intentions

- You need to identify your design question /problem from the research you have collected.
- Demonstrate consideration for your audience, the purpose of your project and what you intend it to do as a piece of Visual Communication.

3. Processes & Technical Investigation

State the techniques and processes that you intend to explore and learn about during your major project. This may be a continuation of ideas that can be developed from your creative enquiry in part 1 or previous projects as well as ideas from your research.

4. Market Awareness & Sustainability Considerations

Explain the application of your body of work and your intentions for future exploration. E.g. Digital application, Social Media platforms, App design, advertising campaigns, external projects or internships, site specific, or product-based work.

Reviewing your proposal

- Your first formative review will be on June 6th 2025.
- During this review you will present your project proposal and gain valuable feedback from staff to move your practice forward.