

M7X01677: The Design Experiment

Introduction to the module

- 20 credits
- Module Tutor: Cath Hammerton

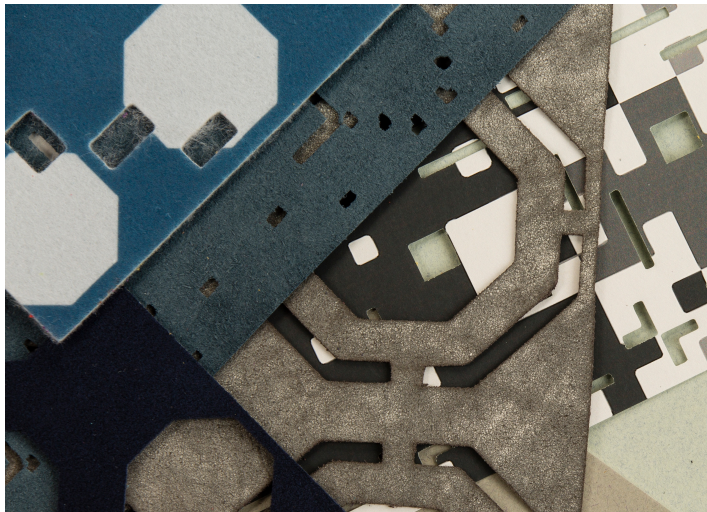


What is The Design Experiment?

This module offers you an "**experimental space**" to explore your medium specific disciplines while extending and developing your creative practice. You are asked to:

- **Plan or design a self directed research project**
  AND/ OR
- **Respond to several live brief opportunities throughout the semester**





Research experiment?

You have the exciting privilege to support and see the installation of Jan Koen Loman's latest installation, Garden of Resonance, at Dutch Design Week 2018.

This could prove to be a rich and varied research experiment opportunity… you might consider the live mentoring and collaborative discussions you will be having with a creative practitioner, alongside sketchbooks and samples gathered from the itinerary planned, trend and materiality influences coming through from the event itself, cultural influence from a new city, its museums, places and spaces. It is at your discretion how you choose to harness this opportunity to your benefit.



dutch design
week eindhoven

Live Brief opportunities available to you

Da Mhile Organic Distillery X National Botanic Gardens Wales
Luxury small batch produced tinted gin developed in parallel with the new apothecary centre at NBGW. Uniquely flavoured with select indigenous botanics, specially grown for organic distillers Da Mhile, they are seeking Illustrations and luxe packaging concepts for this unique collaboration.



Live Brief opportunities available to you

Hallmark cards: Days. Months. Years (formal briefing 1 November)
A unique design collection of calendars, diary designs and concepts for high street Client, Marks & Spencer, based on the themes of **object**, **archive** and **narrative**.







Study visits to support you

St Fagans, Museum of Wales, archive visit on 3 & 4 October
A unique and exciting opportunity to observe and work with (TREASURE!) objects and artefacts, off the beaten track, directly connected to the Museums **domestic life** and **cultural life** collections.

https://www.youtube.com/watch?v=URhWOKyve-I









7 habits of innovative people…

1. Persistence!
2. Removal of self-limiting inhibitions
3. Risk taking, making mistakes and learning from them
4. Escape…
5. Writing things down, documenting ideas
6. Finding patterns, making connections
7. Curiosity

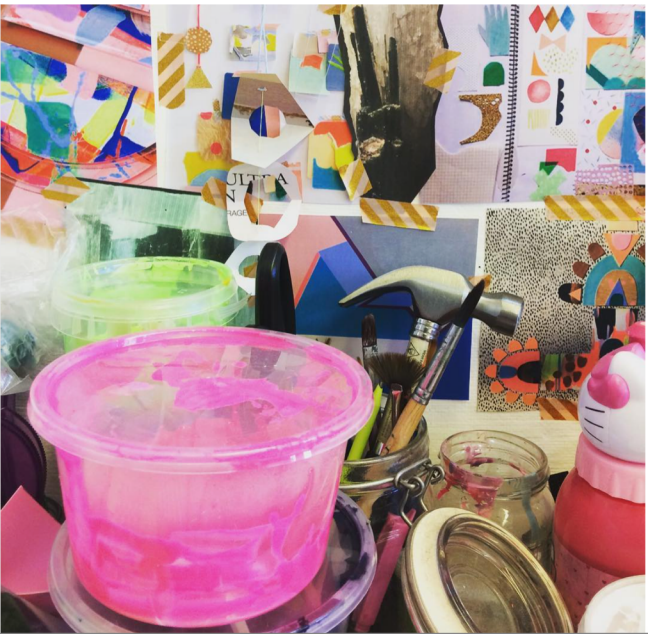


Be brave, make (good?) mistakes… seek brilliance

You are encouraged to:

- **Undertake cross-disciplinary experimentation** – think outside of the box and get out of your comfort zone! Try something new!

- **Interdisciplinary collaborative working within your projects** – Innovation! New knowledge! New experiences!







CW1: Portfolio (80%)

The work can be delivered in a suitable format and may comprise of a combination of any of the following as appropriate to the specific project e.g. series of sketchbooks, visual diaries, samples, design sheets, presentation boards. Your portfolio could be digital or analogue or a combination of the two.





CW2: Creative Visual Presentation (20%)

A work in progress style exhibition of works (analogue or digital) with supporting presentation of ideas to L7 tutors and peers on 2nd November.





Assessment and Feedback

- **2 Nov 2018 – Visual Presentation 20%**
  a work in progress style exhibition of works with supporting (5min) visual and verbal presentation.
- **23 Nov 2018 – Design Experiment Portfolio 80%**
  portfolio of exploratory design work, demonstrating experimental practice through innovative use of materials/ processes or alternate design methodologies.

• Verbal feedback is provided during each tutorial and workshop.
• Written feedback is provided after assessment.
• Feedback will enable you to build on strengths and address weaknesses.



Your project, your way

It is your responsibility to utilise your design skills and abilities to best target as many opportunities as possible – who knows where it might lead you!

It’s okay to make mistakes and to sometimes produce bad stuff – this is in fact far better than doing nothing but worry about what you’re not doing! Document your findings, learn from your mistakes and make the next attempt or version better than the last. Be better than your last project, sample, idea, etc.



Teaching & Learning Strategies

- Project briefings sessions.
- Study trips and visit opportunities.
- 1:1 tutorials from programme specialist staff to enable development
- Group teaching through lectures, workshops and seminars.
- Unsupervised studio practice – SDL – and experiential learning.



Taking ownership for your learning

- Contemporary practice – innovation and breaking boundaries!
- Poor finish and lack of care and attention is no longer acceptable
- Using tutorial input as a creative springboard – own YOUR projects!
- Time management
- Using your studio and the workshops that are available to you





IT’S ALL ABOUT

YOU