

UG ASSIGNMENT SPECIFICATION

Student name:		Student P number:	
Programme:	MDes[Hons] BA [Hons] Automotive Design MDes[Hons] BA [Hons] Transport Design	Faculty/School:	FAD/SD&AA
Module:	Professional Practice	Module Level (4, 5, 6, 7):	5
Module code:	M5X01235	Contribution to Overall Module Assessment (%):	80
Lecturer:	S Fontanarosa	Internal Verifier:	P Morrow
Assignment Title:	Extended / Intensive Design Project	Assignment No (x of x):	1 of 2

Hand Out Date:	30.11.17	Submission Date:	11.01.18	Feedback Date:	08.02.18
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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I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people.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:	Assignments will not be accepted without a signature here and date >		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.				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.

This form must be signed and submitted with your assignment

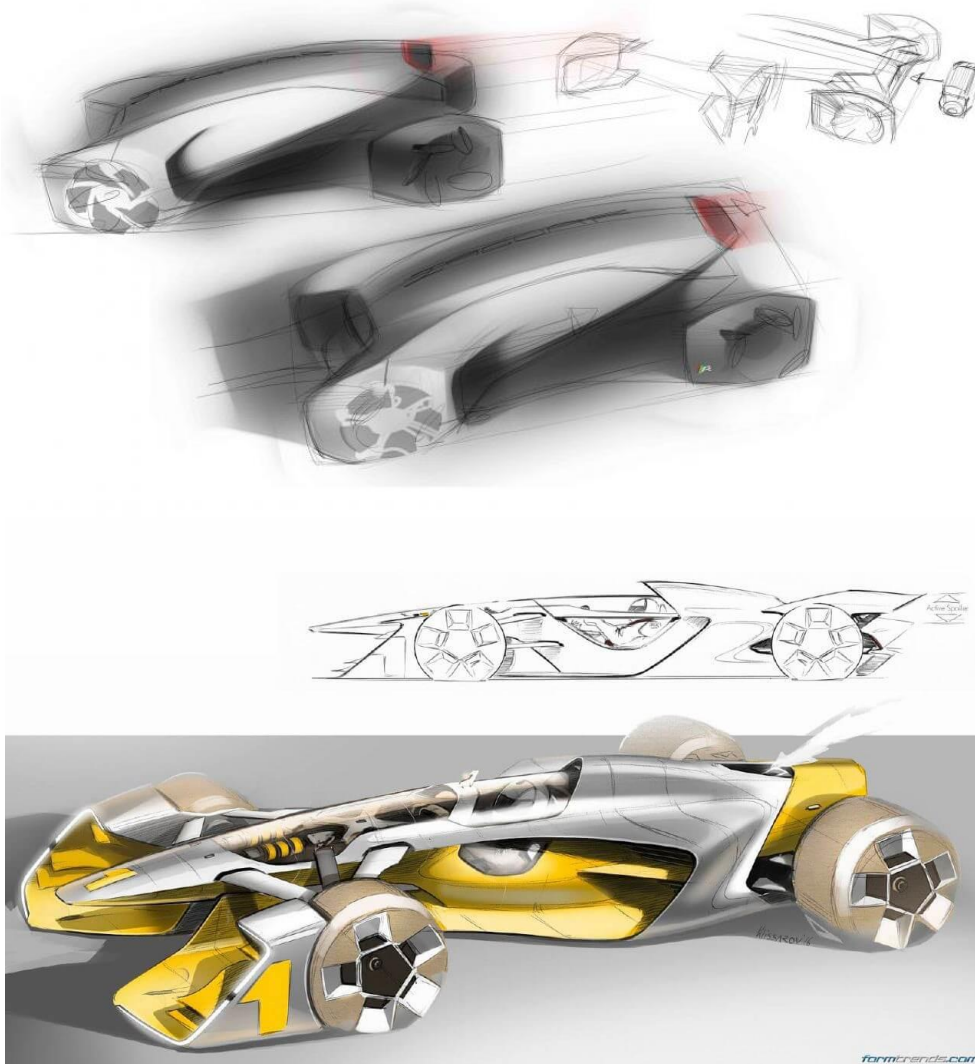
ASSIGNMENT DESCRIPTION

Learning Outcomes (LO)

Module Learning Outcomes being Assessed:

1. Apply design development methods in the form of idea generation, concept development and realisation to given design opportunities.
2. Evaluate design statements with objectivity and communicate the resulting proposals effectively through 2D and 3D media.
3. Apply a sound knowledge and understanding of the product/vehicle's aesthetics, user interaction, architecture and enabling technology in a manner appropriate to their specific award pathway.

Task



Assignment 1 (A1) – 80% = Extended Design Project

Design **Two Electric Cars** (based on the Package and additional material that will be provided).

Produce a number of sketches and proposals (Coloured Pencil, Biro, Digital Sketches or Marker renderings) and present them in an A3 folder.

Use a digital wireframe if necessary build on the Engineering Package provided and use it as an underlay for your side Front and Rear $\frac{3}{4}$ perspective views. 2 themes have been identified:

C Segment 2040 (C)

Formula E 2040 (FE)

On that basis you will produce **3 Design Proposals** (A, B and C) for each theme (where each Design proposal has a subset of side, Front and rear $\frac{3}{4}$ perspective views).

You should have a **total of 6 side views** (3 sides for the **C** theme and 3 for the **FE** theme) and a **total of 12 related perspective views** (Front and Rear $\frac{3}{4}$).

Make sure there is correspondence between the perspectives and the side views (For example make sure they don't look like 3 different cars), be tidy and use ellipses templates and ship curves if necessary.

The emphasis should be on the visualisation of the surfaces and volumes rather than graphics. If you are using markers do not worry about reflections, communicating the shape and proportions at this stage is more important than the shiny surfaces so a tonal rendering will suffice.

Make sure your sketches are dynamic and vibrant, You can use Markers colours at this stage and cross sections lines are still welcome.

You will be presenting your work on PowerPoint and you will have 15 minutes each.

Scan all your sketches or marker renderings and make sure your name is visible on each slide, also make sure that your proposals are named with letters (as specified in task description).

Please be ready by 10.00 am dress code is smart casual. Venue AA204 (Tower Room)

Assessment Criteria:

The **Extended Design Project** will be assessed in relation to the specified deliverables as follows:

- LO1, LO2 and LO3 using the common assessment & marking criteria 2, 3, 4, 5:
(All criteria are weighted equally).

Submission: 10am 11.01.18

Feedback: By 08.02.18