

MODULE CODE: M5X01235
TITLE: Professional Practice
DATED: 03/07/2014

LEVEL: 5
CREDITS: 20

JACS CODE: W240

AIM

- To develop the contextual and detailed design development skills in the generation of conceptual product, automotive and transportation solutions and strengthen both traditional and digital techniques appropriate for effective design development and professional communication.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability to:

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.

INDICATIVE CONTENT

- Design methodologies
- Design integration
- Design evaluation
- Design validation
- Design realisation

LEARNING AND TEACHING STRATEGY

Key to the delivery of this module is the ethos of integrated design expressed through the inter-relationships forged between the various aspects of the syllabus. The delivery of the module will predominately be through the practical application of design projects, both the BA and BSc student pathways will be taught as one cohort allowing the students to specialise yet be aware of the holistic complexities of the design process. Competition briefs such as the RSA Student Design Awards will provide the main learning platform. Case studies will also be used to demonstrate good practice with guest speakers supporting the learning experience.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	90	45%
Independent learning	110	55%
Placement learning	---	---
TOTAL	200	100%

ASSESSMENT

Coursework portfolio normally consisting of the following components (this is dependant on the appropriateness of external competition briefs to enable students to meet the learning outcomes)

Assessment Component 1 – 80%

External competition briefs such as RSA Student Awards, Design Innovation in Plastics etc.

Assessment Component 2 – 20%

Intensive short projects (24hr – 1 week duration) either using external awards brief or external company brief.

Assessment Summary

Activity type	Percentage
Written	---
Coursework	100%
Practical	---
TOTAL	100%

BIBLIOGRAPHY

Essential

Cuffaro, D Zaksenberg, I	2013	The Industrial Design Reference & Specification Book: Everything Industrial Designers Need to Know Every Day	Rockport
IDEO	2002	Method Cards	William Stout Architectural Books
Norman, D.A.	2010	Living with Complexity	MIT Press
Ulrich, K; Eppinger, S	2011	Product Design and Development	McGraw-Hill; 5 th Ed.
Butler, J, Holden, K, Lidwell,	2010	Universal Principles of Design	Rockport 2 nd Ed.