

LEVEL 6 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MDes Automotive & Transport Design		
Module:	Major Project: Design Realisation and Communication		
Module code:	M6X01244	Contribution to Overall Module Assessment (%):	CW1 - 10% CW2 - 20% CW3 - 30% CW4 - 40%
Lecturer:	P Morrow, A Vesyelkin & S Fontanarosa	Internal Verifier:	Matthew Archer
Assignment Title:	Self-directed Design Project: 1 - Oral Presentation 2 - Report 3 - Development 4 - Design Realisation	Word count (or equivalent):	(60 credits) 1 - 15 min Oral Pres 2 - 3000 words 3 - 1 Element 4 - 2 Elements
Submission deadline:	13.05.19	Return date of provisional marks & written feedback:	Week beginning: 10.06.19

Module Learning Outcomes (LO)

1. Identify opportunities for personal/professional development and effectively plan independent enquiry in a selected field of Industrial Design.
2. Formulate advanced understanding of a problem context and synthesise innovative design responses based on critical analysis and value judgements.
3. Deploy an appropriate range of creative, intellectual and technical skills within the design development and realisation process.
4. Use appropriate media and methods to professionally communicate the intellectual and practical methods deployed within the major project and the critical appraisal of this process and its outcomes.

TASK DESCRIPTION

The first stage of the Major Project was the Design Research and Manifesto module, where you identified your personal design philosophy, project rationale and engaged in research to clarify the project direction, develop a target Design Specification and initial Design proposals. This module is the second stage of the Major Project, where you will undertake further practical research, development and detail design, culminating with a physical or digital manifestation (subject to approval) of the final design proposal. The module will allow you to demonstrate your knowledge, technical skills and creative ability in resolving, realising and communicating a design response to a specified context and needs.

1 - Assessment (CW1): 10% Oral Presentation (15 minutes total)

(5 minutes presentation + 10 minutes Q & A);

Oral presentation and examination of final design outcome to an assessment panel.

Assessment Criteria:

The presentation will be assessed in relation to the specified deliverables as follows:

- LO4 using the common assessment & marking criteria 5:

- 5. Transferable Skills for Life and Professional Practice (100%)** - *Communication of the Design & Delivery of the oral presentation.*

2 - Assessment (CW2): 20% Design Evaluation Report (3000 words).

Evaluative report documenting the following key elements: Executive summary (project description/rational 100 - 150 words) this will be used in your exhibition;

Detailed description/specification of design outcome; Critical evaluation of the design development and realisation process; the designed outcome in relation to your Product Design Specification (PDS), Market awareness & Sustainability.

Assessment Criteria:

The report will be assessed in relation to the specified deliverables as follows:

- LO2, 4 using the common assessment & marking criteria 3 & 5:

- 3. Cognitive and Intellectual Skills (70%)** - *Clearly show your design thinking through your evaluation and analysis of your design outcome.*

- 5. Transferable Skills for Life and Professional Practice (30%)** - *Communicate your report in a coherent and professional manner with due consideration to the reader/audience.*

Submission Deliverable: A 3000 word written Design Evaluation Report

Digital Format File Name: ALL IN CAPITALS: **M6X01244-CW2_2018-19-Surname, First Initial**

File format – PDF

Report Final Submission:

By 4.00pm 13.05.19 - Hard copies: 2 x copies to your Module Leader by the deadline.

Digital copy: Upload to Turnitin (named as specified above)

3 - Assessment (CW3): 30% Portfolio of Design Development.

Presenting all aesthetic and functional (ergonomic & technical) & model development, using a range of appropriate methods. This portfolio should show the evolution of your project from the conclusion of the previous module MP Design Research & Manifesto to the realisation of your final design.

Assessment Criteria:

The portfolio will be assessed in relation to the specified deliverables as follows:

- LO1, 2, 3 using the common assessment & marking criteria 2, 3 & 4:

2. Knowledge and Understanding Skills (30%) - *Development & understanding of vehicle architecture & ergonomic requirements.*

3. Cognitive and Intellectual Skills (30%) - *Evolution of the design aesthetic and decision making*

4. Practical Skills (40%) - *Application of 2D & 3D design skills.*

4 - Assessment (CW4) 40% Design Outcome & Communication

Presentation of a high quality final artefact/model/prototype and professional visuals that clearly and effectively exhibit and communicate the effectiveness of your design outcome.

Assessment Criteria:

The design outcome will be assessed in relation to the specified deliverables as follows:

- LO1, 3, 4 using the common assessment & marking criteria 2, 4 & 5: Design Outcome & Exhibition.

2. Knowledge and Understanding Skills (40%): DESIGN - *The design demonstrates knowledge and understanding of vehicle architecture, ergonomic & design requirements in relation your informed & self-initiated (PDS) design specification.*

4. Practical Skills (35%): SKILLS - *Quality & output of 2D & 3D design & visualisation*

5. Transferable Skills for Life and Professional Practice (25%): PROFESSIONALISM - *Personal learning & communication of your design outcome in a coherent and professional manner.*

Submission:

All Elements for CW2, 3 & 4 to be submitted by 4.00pm 13.05.19 – Doors will be locked at 4:00pm until your presentations on 14.05.19 – 16.05.19 from 10:00 each day (Schedule tbc). Don't forget the report submission through 'Turnitin'.

Feedback: During the week beginning 10.06.19