

MA Vis Comm 12-month

# MAJOR DESIGN PROJECT

Evaluative Discourse  
Presentation VIVAs

# MA Design Major Project

- This module is not just about producing professional artwork, illustrations or artefact outcomes...

# MA Design Major Project

- ...it needs to show a clear trajectory of a creative design enquiry...

# MA Design Major Project

- ...reflecting a **balanced combination** of
  - original research
  - data gathering
  - design investigation and,
  - exploration

# MA Design Major Project

- to deliver well-considered and innovative outcome/s
- with a supporting portfolio of evidence, and
- **evaluative discourse**

# Evaluative Discourse

- One page (A4) 400-500 words approx.
- Written narrative of the whole process of your project

# Evaluative Discourse

- Explain trajectory (pathway/direction) from your original research, through creative exploration to achieving your innovative outcomes
- And an evaluation of your outcomes and aims for your major design project

# Evaluative Discourse

- We do not want a lengthy report!
- It does not have to follow any specified structure, create in Microsoft Word or similar
- use a generic font, such as Arial, Calibri etc
- Call it “Evaluative Discourse” with your name, project name

# Presentation VIVAs

- Date: Friday 13th September, starts 9am
- Individual timeslots will be sent out to everyone
- Location: tbc (Griffith Studio or RmAD603)
- 8mins presentation +2 mins Q&A (similar to our review sessions)

# Presentation VIVAs

- you can discuss and present your work in the form that it already is (eg: printed/digital outcomes, showreel video, supporting portfolio, any other assets that you have created for this module) however some of you may choose to create a VIVA presentation ppt/pdf to help support you (if so, upload to OneDrive)
- NOTE: VIVAs are face-to-face only! not remote nor online