

LEVEL 4 ASSESSMENT SPECIFICATION

Student name:		Student ID number:	
Programme:	BA/MDes Automotive & Transport Design		
Module:	Creative Design Development		
Module code:	M4X02236 (CW2b)	Contribution to Overall Module Assessment (%):	Assignment 4 25%
Lecturer:	Paul Morrow	Internal Verifier:	S Fontanarosa
Assignment Title:	Evolution 2050	Word count (or equivalent):	2 Elements. 10 credits
Submission deadline:	07.05.2021 by 2:00 PM	Return date of provisional marks & written feedback:	04.06.2021
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)

1. Understand ergonomic & anthropometric principles and their relationship to the vehicle design process.
2. Execute design projects using an appropriate blend of creative and systematic methods to determine the volume & form of vehicles.

TASK DESCRIPTION

Introduction:

Now that you've evolved your chosen classic from the 1950/70s to 2030 and had a reality check by producing a scale package drawing. What next?

As car designers we normally work a generation ahead of the general population.

When starting a project for a future deadline, initial sketch/idea generation you would benefit from aiming a generation ahead i.e. take a risk. The worst that can happen is having ideas disregarded or deleted at the selection phase of a project. However from free thinking & risk taking you may land on a winning idea/concept.

Brief:

Using your previous project 'On Package' as a start point, your task is to evolve your design to the year 2050. Either aesthetically or conceptually (to suit your future predictions of transportation).

Deliverables:

1. An A3 presentation board, showing:
 - Top - A scale side view package drawing (quality line drawing with colour coded elements). The 5% female & 95% male driver, 95% male passengers, drive train & fuel storage are required. Basic dimensions should be shown
 - Bottom - Using the above as an undelay – produce an orthographic side view shaded visual using pencil shading (ideally) and line-work or a digital visualising software. Save as a PDF file.
2. A3 Sketch development book – Minimum 20 pages of sketch work, which the 1st few pages should include $\frac{3}{4}$ perspective views of your revised 2030 design. Also include any influence imagery and mind maps to support your ideas.

Note: Don't forget to title (top left) & put your name (bottom right) on the board. And produce a front sheet (your name and project title) for your sketch book.

Submission:

Deadline Fri 7th May 2021 by 2:00 PM.

Create a folder labelled **4_Evo2050_Your Surname.Initial**

Place your submissions in the above folder and place the folder in your OneDrive Folder M4X02236.

Feedback: You will be provided with written 'Summative' (marks) feedback on or before the feedback date **of 4th June 2021**

Assessment Criteria:

The project will be assessed in relation to the specific deliverables as follows: **L01 & L02** - Will be assessed using the following **Common Assessment Criteria:**

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

2 Knowledge and Understanding Skills (*Marks Available: 25 out of 100*)

Guidance specific to this assessment:

Ergonomic, Technical layout & Content of the package drawing.

3 Cognitive and Intellectual Skills (*Marks Available: 25 out of 100*)

Guidance specific to this assessment:

The final design proposal

4 Practical Skills (*Marks Available: 50 out of 100*)

Guidance specific to this assessment:

The sketch book & professionalism.

Assignment Title:**Evolution 2050****Student name:**

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Marks will be allocated based on how well the student has met the generic assessment criteria in each task.	Marks available	Marks awarded
1. Engagement with Literature Skills	0	
2. Knowledge and Understanding Skills <i>Ergonomic, Technical layout & Content of the package drawing</i>	25	0
3. Cognitive and Intellectual Skills <i>The final design proposal</i>	25	0
4. Practical Application Skills <i>The sketch book & professionalism.</i>	50	0
5. Transferable Skills for Life and Professional Practice	0	

Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)

Late Submission Penalties (tick if appropriate)

Up to 1 week late (40% Max)

Over 1 week late (0%)

0 %