Module Guide

Design and Culture

ENG – 6 - DCU

School of Engineering

Level 6

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1. MODULE DETAILS

Module Title:	Design and Culture
Module Level:	Level 6
Module Reference Number:	ENG-6-DCU
Credit Value:	20 CATS
Student managed learning hours:	130
Contact Hours:	Circa 12
Co-requisite Modules (If applicable	Research Methods for Design Project, Portfolio Design Projects
Year and Semester	2019-20 Semester 1
Module Coordinator:	Deborah Andrews
MC Contact Details (Tel, Email, Room)	020 7815 7628 andrewsd@lsbu.ac.uk
Teaching Team & Contact Details (If applicable):	Jo Joelson jo@londonfieldworks.com
Subject Area:	Design
Summary of Assessment Method:	100% Coursework - oral presentation and written dissertation
External Examiner:	Peter Barker, Head of School of Design & Communication, Plymouth College of Art

2. SHORT DESCRIPTION

Students will engage in primary and secondary research to produce a written and well-illustrated dissertation.

The subject of your Dissertation must be related to DESIGN and could relate to the subject of your major Design Project. Your Dissertation must investigate at least one aspect of user-product interaction and consider the Culture in which this takes place (either historical, contemporary or in the future).

3. AIMS OF THE MODULE

To give each student the opportunity to produce original written work of an appropriate academic and professional standard on a topic relating to design, its cultural context and/or the design profession.

4. LEARNING OUTCOMES

Students will be able to:
Science and Mathematics (US):
Engineering Analysis (E):

Design (D):
- Demonstrate depth of knowledge of a particular subject related to Product Design contexts and culture in order to produce a well-written and comprehensively illustrated document that demonstrates the ability to review, consolidate, extend and apply knowledge and understanding this subject (D6, D4i) (CTPD-D3, A2)
- Devise and sustain an argument that considers and appreciates the ambiguity and uncertainty of research presented in current and historical scholarly and other relevant material (D4i) (CTPD-A2)
- Critically evaluate arguments, assumptions, abstract concepts and/or data as appropriate to the subject of the Dissertation in order to frame questions and make judgements (GS1i) (CTPD-A2)

Economic, legal, social, ethical, and environmental context (S):
Engineering Practice (P):
Additional General Skills (GS):
- Clearly and articulately communicate the subject of the Dissertation verbally and in writing to specialist and non-specialist audiences (GS2i) (CTPD-C2)
- Demonstrate initiative and personal responsibility by thinking and working independently and confidently (GS3i)
- Organise and manage time effectively (including meeting deadlines) in order to carry out a small professional research programme (CTPD-D2)

Note: The number and letter codes in brackets e.g. (D1i) refer to the Institution of Engineering Designers Engineering Design Specific Learning Outcomes for EC(UK) Accredited Degree Programmes, and the Competency Standards for Chartered Technological Product Designer e.g. (CTPD-A1)

5. ASSESSMENT OF THE MODULE

There are two key assessment points – the Oral Presentation (in semester1) and the final written submission (at the beginning of Semester 2). The Oral Presentations will be assessed by two academic staff; the written Dissertation will be assessed by 2 academic staff and the marks will be viewed by a moderator.

Each student **must** submit **a fully illustrated PDF digital copy** of the dissertation to Moodle for marking. Students are also encouraged to submit a fully illustrated printed and bound copy of the Dissertation to the School Office – this will be a good addition to your portfolio and demonstrate your graphic design and visual communication skills as well as your writing skills. This can be bound in any format but make sure that it looks professional! Each dissertation will be assessed by two members of academic staff and moderated by a third academic. Late submissions will be subject to the usual penalties.

ASSESSMENT – The module is 100% coursework assessed.
Oral Presentation: 10%
(includes research subject, rationale, preliminary dissertation structure and project planning)
Written submission: 90%
(includes breadth, depth, analysis and synthesis of research material, original thought, structure of argument, range and variety of reference sources, use of illustrations, spelling, grammar and general professionalism).

Grading Scheme
You will receive a grade as feedback for each assessed element of the module. Each element will be given a grade as follows:

Grade	Mark	Description
A	Over 70%	Excellent work all round
B	60% - 69%	Good work: or a mixture of excellent plus average work.
C	50% - 59%	Average work: or a mixture of good and below average.
D	40% - 49%	Below average overall but still a pass.
E	30% - 39%	A fail mark but may be compensated by other elements.
F	Below 30%	A fail mark that is normally unable to be compensated by other elements.
X	0%	Opted out of element, exempt from element, or handed work in after final deadline.

Attendance
Attendance is compulsory and students will be penalised for lateness and/or failure to present and submit work. Please make sure you check LSBU Student Attendance monitoring at
http://www.lsbu.ac.uk/sdu/5min/samstud/

Work submission
Normally the work will be submitted digitally or/and printed (as required in the brief) in class or at the Faculty Office and via Moodle. Students are responsible to verify if the data is actually stored in any media you have used to submit the assignments.
If you hand in your work in a memory stick, lectures are not responsible for loss or damage of any device.
Please note that assignments submitted electronically (through Moodle) it is solely students' responsibility.

Late submissions
Students are expected to submit the assignments on dates specified within the project brief. A late submission form should be filled in if you are unable to hand your work by the deadline. The Academic Regulations allow you to hand your work in up to two weeks after the deadline however, your mark will be capped to 40% and after two weeks the work will be marked zero. A student who is unable to submit the work within the deadline must inform the Module leader and Course/Programme Director of the non-submission as s/he may then make a claim for extenuating circumstances.

Full details of all regulations and policies are available from **http://www.lsbu.ac.uk/about-us/policies-regulations-procedures**

6. FEEDBACK

Students will get verbal feedback following the Oral Presentation and verbal and written feedback after the final submission. This should be within 4 weeks of submission of the Dissertation.

7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

This is a very personal piece of work and good self-management is essential. It will take you longer than you think to produce a good piece of work so you MUST start research and reading as soon as you receive this module guide – there are a series of deadlines during the module to help you to structure your time.

7.2 Overview of Types of Classes

These will comprise of lectures, group seminars, discussions and presentations and individual tutorials

7.3 Importance of Student Self-Managed Learning Time

The Design Dissertation is an opportunity for you to demonstrate your ability to write in a clear and coherent manner and to produce a well-designed, high quality document of a professional standard, which you can include in your portfolio and show to potential employers. It is also an opportunity for you to demonstrate your ability to propose and defend an argument.

7.4 Employability

The Design Dissertation is an opportunity for you to demonstrate your ability to write in a clear and coherent manner and to produce a well-designed, high quality document of a professional standard, which you can include in your portfolio and show to potential employers. It is also an opportunity for you to demonstrate your ability to propose and defend an argument.

8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

week	wk beg.		MODULE PROGRAMME - SEMESTER 1
1	23 Sept	DA JJ	Introduction to Module – What is a dissertation? Research methods, and plagiarism; Referencing your work using the Harvard System, discussion about potential subjects
2	30 Sept	JJ	**Seminar: Library resources** - (with information expert from Library 10.30-11.30); literature review and ways to collate information
3	7 Oct	JJ	Individual tutorials – timetable to be arranged
4	14 Oct	JJ	**Seminar - How to do Oral presentations (Design and Culture)** Individual tutorials – timetable to be arranged;
5	21 Oct		**Independent study** – work on research and oral presentation
6	28 Oct	JJ	Individual tutorials – timetable to be arranged
7	4 Nov	DA JJ	**Oral presentations** about your chosen subject 10.00 am 6 Nov
8	11 Nov	JJ	Tutorials / feedback on Oral Presentations; timetable to be arranged
9	18 Nov	JJ	**Seminar - writing and illustrating your dissertation** Individual tutorials – timetable to be arranged;
10	25 Nov	JJ	Submit ONE CHAPTER with sample Harvard Reference list and list of figures and contents list
11	2 Dec	JJ	Individual tutorials – timetable to be arranged – ALL DAY SESSION
12	9 Dec	JJ	Individual tutorials – timetable to be arranged
	CHRISTMAS HOLIDAYS		
13	06-Jan-20	JJ	optional tutorials
14	13-Jan-20		SUBMISSION – 10.00 am Monday 13 Jan

There are two submissions and assessments:

Assignment	Weighting	Deadline
1. Oral Presentation and Assessment	10%	PowerPoint Files to Moodle 23.55, November Presentation 5.00 pm FRIDAY 26 Oct 2018
2. Digital submission / additional hard copy	90%	10.00 MONDAY 13 Jan 2020 – digital submission to Moodle; additional hard copy to DA in T709

Oral Presentation Assessment Weighting: Content and structure 70% Progress 30%

SCHOOL OF ENGINEERING
BSc (Hons) Product Design
DESIGN & CULTURE DISSERTATION: Assessment weighting and feedback

Student:	**Grade**

Title:	**Late:** marks capped at 40%
	NO **YES**

Assessed by Jo Joelson and Dr Deborah Andrews; moderated by Robin Jones

Structure and Content – 60% of TOTAL (10% each)	**F** 0-30%	**E** 30-39%	**D** 40-49%	**C** 50-59%	**B** 60-69%	**A** 70%+ 1st
Your dissertation should demonstrate your ability to:	(NOTE These are indicative marks – all grades are provisional until agreed by Examination Board					
Use an exploratory research process to develop original ideas and thinking						
Present independent research work using appropriate techniques						
Contextualise design through an analysis of social, cultural, and theoretical factors as appropriate						
Analyse critical issues in historical and/or contemporary design						
Assess the impact of design and technology on social, cultural & environmental factors						
Present a coherent argument and conclusion that reflects the content of your title / research question						

General and transferable skills						
Spelling, grammar and quality of writing – 10% of total						
Variety of reference sources in Harvard format – 10% of total						
Use variety and quality of illustrations - 10% of total						
Oral Presentation 10% of total						

SUBMISSIONS and ASSESSMENT
You **must** submit:

2 digital copies to Moodle for assessment –
1 x fully illustrated and referenced (Harvard format) PDF
1 x text only PDF / Word doc to Turnitin

Additional hard copy: you are **advised** to submit a printed, bound, fully illustrated and referenced Dissertation.
You are DESIGNERS – a beautifully designed and presented dissertation is a great addition to your professional portfolio that may help you to get a job!

9.   STUDENT EVALUATION

Every year academic staff read the Module Evaluation forms that are completed by students at the end of the Module and where possible we respond to this feedback. The module was recently updated to include more cultural and contextual content, which will be useful for other course modules and to help you with Design work. Tutorials became more structured in response to student feedback, which has also helped students considerably. The 2018-19 student response to Design and Culture module was generally excellent and the group responded very positively to the input from Learning Support staff in particular.
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10.   LEARNING RESOURCES

Core Materials
INDICATIVE BOOK LIST

- Jonathan Grix: The foundations of research, New York: Palgrave Macmillan, 2004
- David P. Bosworth Citing your references: a guide for authors of journal articles and students writing theses or dissertations, Thirsk: Underhill Press, for the Learning Resources Development Group, 1994
- Harry Teitelbaum, how to write a thesis, Australia; United States, Thomson/Arco, 2003
- Lawrence F. Locke, Waneen Wyrick Spirduso, Stephen J. Silverman.   Proposals that work: a guide for planning dissertations and grant proposals Newbury Park, Calif.; London: Sage, c1993
- Mary Coles, A student's guide to coursework writing, University of Stirling, 1995
- Rudest am, K E & Newton, R R; Surviving your dissertation: a comprehensive guide to content and process. Sage, 1992
- The Economist Style Guide: the best-selling guide to English usage. Penguin Books, 1993
- Watson, G; Writing a thesis; a guide to long essays and dissertations. Longman, 1993
- Hamp-Lyons, E & Heasley, B; Study writing - a course in written English for academic and professional purposes. Cambridge University Press, 1993
- Jay, R; How to write proposals and reports that get results. Pitman, 1994

Notes
Skills for Learning – General Support & Dyslexia

The Skills for Learning Team (S4L) is a division of the Centre for Research Informed Teaching (CRIT). The team provides a flexible service to all students enrolled at LSBU and supports you to develop your academic literacy and enhance your academic and professional performance to achieve your full potential. Our academic practices, English language development and maths and stats provisions are taught by experienced teachers. The team teach across both the Southwark campus, in the Learning Resource Centre (LRC-202/203), and Havering Campus situated in the Library.

What we offer you:

- ➢ **Academic Practices and English Language Development:** timetabled sessions that cover a range of topics including critical thinking, essay and report writing, dissertation and theses and writing at master's level. All workshops are bookable at http://S4Lworkshops.eventbrite.com

- ➢ **Maths and Stats:** timetabled sessions that covers numerical reasoning tests for job applicants, drug calculations for nurses, maths for sciences, business and engineering. The workshops are timetabled and bookable at http://S4Lworkshops.eventbrite.com

- ➢ **Drop-in Sessions:** is your first port of call to speak with a tutor. The sessions are offered on a first come-first serve basis and you are welcome to drop-in and work on assignments while you wait. We are happy to see you as an individual, or as a group, and you set the agenda. There is no need to book, just turn up at the scheduled time.

- ➢ **One-to-One Appointments:** 30 minutes with a tutor who will provide you with the opportunity to discuss any aspect of your learning. One-to-many tutorials are also available (3 or more students for a 50 minutes appointment) https://my.lsbu.ac.uk/S4L

- ➢ **Embedded Sessions:** are embedded into the curriculum and are delivered by learning developers who embed learning into your subject-specific discipline.

The team will be happy to support you in any aspect of your academic practices, English language development and maths and stats. Whether you are new to the university setting or progressing onto another year, come and see the team to discuss your learning opportunities. You can also access our online learning resource materials https://vle.lsbu.ac.uk so that you can become an engaged and independent learner.

For more information, contact the team by email S4L@lsbu.ac.uk or visit the teams' website https://my.lsbu.ac.uk/S4L

We are here to help you develop your academic practices, English language, maths, and stats but please note that we DO NOT <u>proofread whole assignments</u>, <u>conduct grammar correction on whole assignments</u> or do <u>last minute assignment fixes</u>.
WE ARE NOT A PROOFREADING SERVICE.

You should also contact the Student Life Centre for **Dyslexia Support**
https://my.lsbu.ac.uk/page/disability-dyslexia-support

You will find links to PDFs about:
            Use of all library resources
            Essay and report writing
            Literature reviews
            Oral Presentations
            Plagiarism
      https://my.lsbu.ac.uk/my/applicant/Current-Applicants/Library/How-to-guides

Writing Lab is aimed at students whose first language is not English but many of you will benefit from the information on this website: http://owl.english.purdue.edu/

Plagiarism

Plagiarism is not tolerated in any form; in the past students who have plagiarised other people's work have failed the module. It is very easy to detect using TurnItIn software so make sure that you do your own research and credit all your reference sources.

Written Work
You can read various documents about plagiarism and see this video PLATO - Plagiarism Teaching Online tutorial via links from Moodle – *Accurate Referencing and Avoiding Plagiarism.* You can also find further information and tutorials about use of Turnitin

 You will also find information about Plagiarism on
https://my.lsbu.ac.uk/my/wcm/connect/04bb2c45-764d-443c-846d-4f7d389a4d46/plagiarism2017a.pdf?MOD=AJPERES

There are a number of formats for referencing work but the accepted format for written submissions in this module is the **HARVARD REFERENCE SYSTEM**. You cannot use any other format. You can also find information via Library Helpsheet 30
https://my.lsbu.ac.uk/my/wcm/connect/9c19919b-d27d-430e-b821-0e71bcecae22/harvard-referencing-helpsheet.pdf?MOD=AJPERES

Visual Material
It usually takes no more than 5 minutes and is equally as easy to detect plagiarised design / engineering design and presentation work. If you include downloaded or scanned images in your research work you must also reference these using these – include title, author/ creator's name, website, book title etc. where the images are published and the date when you accessed the site and downloaded the images.