

<b>Module Title</b>	<b>Design Contexts and Communications</b>
Level	5
Reference No.	ENG_5_547 / MED_5_DCC
Credit Value	20
Student Study Hours	Contact hours: 65 Student-managed learning hours: 135
Pre-requisite learning	Level 4 Design Methods Level 4 Visual Communications Level 4 Digital Design and Modelling
Co-requisites	Level 5 Design Thinking and Applications
Excluded combinations	
Module co-ordinator	
Faculty/Department	School of Engineering
Short Description	The module will enhance fundamental employability skills for a graduate in the contemporary design industry. It builds on the concepts introduced in level 4 modules, with a view to creation of a professional portfolio that reflects the design capabilities of the student, in order to leave them in a strong position for gaining a work placement and/or graduate employment.
Aims	In addition to visual and digital communication skills there is a focus on written communication skills, vital to the production of articulate and professional reports, CV's, and business letters. Students will receive personalised tutorials in order to improve their own portfolios and to target their placement and job applications.
Learning Outcomes	The student will be able to:  <b>Intellectual Skills</b> <ol style="list-style-type: none"> <li>1. Further and apply knowledge of Sustainability and Sustainable Design, applying quantitative techniques to the design of sustainable products (D2i, D3i, D4i, S4i) (US1p, D6p, S6p)</li> <li>2. Communicate ideas and skills coherently through oral, written, and graphical methods, to technical and non-technical audiences, and at interview (D6) (D10p, P3p, P9p)</li> <li>3. Understand the requirement for design and engineering activities to promote sustainability and sustainable development (S4i) (S6p)</li> </ol> <b>Practical Skills</b> <ol style="list-style-type: none"> <li>4. Understand how the skills learned in their degree course are situated within the current context and past history of the design industry (P1i) (P1p)</li> </ol>

	<p><b>Transferable Skills</b></p> <ol style="list-style-type: none"> <li>5. Gather and analyse information in order to produce a written report that is correctly referenced, and produce articulate and professionally written CVs, business letters, and portfolios using appropriate software tools including web design skills (GS1i) (P11p, E1p)</li> <li>6. Plan self-learning and improve performance, as the foundation for lifelong learning/CPD (GS2i) (P9p)</li> </ol> <p><i>Note: The number and letter codes in brackets with ‘i’ suffix eg (D1i) refer to the Institution of Engineering Designers Engineering Design Specific Learning Outcomes for EC(UK) Accredited Degree Programmes; those with ‘p’ suffix eg (D1p) refer to the Institution of Engineering Designers Product Design Specific Learning Outcomes for Accredited Degree Programmes</i></p>
Teaching and learning pattern	<p>The teaching programme will be delivered in both design studios and computer labs. A series of lectures will introduce the key principles and techniques, and these will be supported by guest speakers. The students will then put their learning into practice through exercises and their coursework assignments. They will have personal tutorials and interviews to assist them in the process, and interim assessments will take place to check progress and provide feedback.</p>
Indicative content	<ul style="list-style-type: none"> <li>• Oral communication methods for interview skills.</li> <li>• Written communication skills through reports, CV’s and letter writing.</li> <li>• Study and analysis of design contexts and history, and communication methods used by other inspirational figures in relevant industries</li> <li>• Demonstration of design skills through informative and visually articulate presentation boards in a portfolio.</li> </ul>
Assessment Elements & weightings	<p>The module will be coursework assessed through a series of assignments which may integrate with and support other elements of the Design Degree syllabus at LSBU, although they will be assessed and graded within this module. Summative assessment will most likely take place through the media of a professional portfolio and CV, which communicate evidence of the range of design skills students have developed through their BSc design course thus far.</p> <ul style="list-style-type: none"> <li>• Designs in Context report (20%) Learning outcomes 2, 4, 5</li> <li>• Reinvent LCA / Redesign (20%) Learning outcomes 1,3</li> <li>• CV and Business Letter (10%) Learning outcomes 2, 5, 6</li> <li>• Portfolio (50%) Learning outcomes 2,5</li> </ul> <p>Formative feedback is through personal tutorials, interviews, and interim assessments.</p>

Indicative Sources	<p><a href="https://portfolio.adobe.com/examples">https://portfolio.adobe.com/examples</a></p> <p><a href="https://www.behance.net/">https://www.behance.net/</a></p> <p><a href="https://www.pinterest.co.uk/behance/adobe-portfolio-favorites/">https://www.pinterest.co.uk/behance/adobe-portfolio-favorites/</a></p> <p><a href="https://www.creativebloq.com/inspiration/8-great-examples-of-graphic-design-portfolios">https://www.creativebloq.com/inspiration/8-great-examples-of-graphic-design-portfolios</a></p> <p>Peter Fiell and Charlotte Fiell 100 Ideas That Changed Design, Lawrence King 2018</p> <p>Steven Heller and Gail Anderson, The Illustration Idea Book, Lawrence King 2018</p> <p>John Ingledew, How to Have Great Ideas: A Guide to Creative Thinking, Lawrence King 2016</p> <p>Steven Heller and Gail Anderson, The Graphic Design Idea Book: Inspiration from 50 Masters , Lawrence King 2016</p> <p>Jay McCauley Bowstead: A Guide to Preparing your Portfolio, Bloomsbury, 2011</p> <p>Yate, Martin: Ultimate CV: Master the Art of Creating a Winning CV with Over 100 Samples to Help You Get the Job: 2018</p> <p>Corfield, Rebecca: Preparing your own CV : how to improve your chances of getting the job you want; London : Kogan Page, 2009</p>
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