# **London South Bank** University

## Portfolio Design Projects

ENG\_6\_556

Level 6



become what you want to be

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## 1. MODULE DETAILS

Portfolio Design Projects Level 6 ENG_6_556 20 200 36 164 BSc2 PD modules or equivalent BSc Product Design Final Year , semester1 Robin Jones Robin Jones, jonesrp@lsbu.ac.uk 07545 213 270
Andrew Forkes , <u>andrew.forkes@lsbu.ac.uk</u> 020 7815 7693 Design 100% Project

## 2. <u>SHORT DESCRIPTION</u>

'Portfolio Design Projects' requires the student to graphically communicate in a highly creative and conceptual way. The aim is to provide you with high quality, relevant and interesting projects for your portfolio.

This unit is an exciting and highly creative part of the course. It encourages students to develop a high level of presentation skills including oral and visual techniques. The module provides further experience of brainstorming as a group to encourage critical engagement. A competiton brief will be used in the first assignment. LSBU students have regularly been short-listed/won design competitions in recent years. These are very prestigious national student award schemes that attract a large number of entries from UK design courses.

## 3. <u>AIMS OF THE MODULE</u>

- To take a critical design approach to design as a discipline in general and overlap those with individual and group ideas, beliefs and values;
- To provide students with the opportunity for creative design project work;
- To appreciate the role of new product development within the design profession;
- To refine aesthetic sensibilities;
- To extend and develop concept drawing, presentation and model-making skills;
- To plan and organise design project time;
- To develop an innovative and creative design proposal.

## 4. LEARNING OUTCOMES

The student will be able to demonstrate:

#### 4.1 Design:

- Higher levels of design thinking in response to a professional brief by applying advanced problem-solving skills, technical knowledge (D1i, D2i, D4i, GS1i) (D2p, D4p, D6p, D10p, D11p)
- Working with incomplete/ uncertain information, to establish rigorous and creative solutions (D3i) (D1p, P4p)
- Skilful communication to technical and non- technical audiences & generation of new ideas using verbal, graphical, three-dimensional techniques (D6, D8i) (D5p, D7p, P3p, P9p)

#### 4.2 Economic, legal, social, ethical, and environmental context:

 Professional & ethical conduct in terms of producing new sustainable products & services that are fit for purpose including production, operation, maintenance and disposal (S1, S2, S4i) (S1p, S2p, S4p)

#### 4.3 Additional General Skills:

• Ability to plan and carry out a personal programme of work as a foundation for lifelong learning CPD, adjusting where appropriate. (GS2, GS3i) (P2p, P9p)

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

## 5. ASSESSMENT OF THE MODULE

TEACHING, LEARNING AND ASSESSMENT

As the unit is project-based studio and workshop activity will predominate. There will be a mix of: Briefings; Short Lectures (Research and Product Development); Group and Individual Working; External Visits (Retailers, Exhibitions, and Galleries, as appropriate); Tutorials; Seminars; Presentations.

You must be punctual in your attendance of all lecture sessions and presentations.

All assessment is based on coursework and will take place on a staged basis during group critiques. Marks will be awarded through the projects and an overall mark will be obtained by moderation at the end of each project. As all work needs to be presented at the final stage this may result in modified marks for work already presented. Attendance is compulsory and students will be penalised for lateness and/or failure to present and submit work at the Group Critique.

GRADING SCHEME You will receive a grade as feedback for each assessed element of the unit. Each element will be given a grade as follows:

Grade	Mark	Description
А	Over 70	Excellent work all round.
В	60 – 70	Good work: or a mixture of excellent plus average work.
С	50 – 60	Average work: or a mixture of good and below average.
D	40 – 50	Below average overall but still acceptable. 40 may be given for acceptable work that is received up to 2 weeks late.
E	35 - 40	Marginally unacceptable. May well be recovered by good performance on another assignment.
F	Below 35	A poor performance and not really likely to be compensated by good performance on another assignment.
X	0	No attempt at the assignment, or work received more than 2 weeks late.

## 6. <u>FEEDBACK</u>

Feedback on projects and student progress will be given verbally at weekly tutorials, students will be expected to take note of this feedback and act on it. At the end of each project submission, individual written feedback will also be given. General feedback, relating to the whole cohort will be posted on Moodle or sent via to LSBU email accounts. Due to the nature of the projects we will aim to mark on the day of submission and give immediate feedback where possible.

## 7. INTRODUCTION TO STUDYING THE MODULE

7.1 Overview of the Main Content

There will be two assignments: equally weighted 50:50

Assignment 1: DIP20, Design Innovation in Plastics competition in which the focus will be on addressing using the unique properties of polymers to address a specific problem

Assignment 2: "Service Design" Andrew Forkes to brief students in week9

### 7.2 Overview of Types of Classes

You will be presented with design briefs and asked to meet the brief provided with a design proposal. The staff supervisors will act as consultants to provide you with feedback and assistance as needed, but will not be responsible for guiding you through the project significantly. Tutorial periods will contain group meetings, and from time to time presentations will be arranged at which project work has to be presented. You are expected to keep a project diary, log of the meetings and the decisions that you make as a team.

#### 7.3 Importance of Student Self-Managed Learning Time

As in all design projects you will be expected to iterate your designs and bring developed project work to each tutorial. It is this cyclical improvement that will make your designs compelling and beautiful. You cannot just rely on timetabled classes to

#### 7.4 Employability

The design world uses portfolios to assess a designer's abilities- the better your portfolio (both the physical A3 carry case and the collection of 'skills' – the better your chance of landing a good job. This module aims to increase the number of high quality projects you have in your 'folio.

## 8. <u>PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT</u>

#### Assignment 1

**DIP20 - Design Innovation in Plastics 2020 competition** 

www.designinnovationplastics.org/

briefing 10am Wednesday 25th September 2019 (module weighting 50%)

#### Improving Lifestyle and Saving Resources: products for urban living

#### Background:

A true circular economy is when materials and objects are continuously used or remade without any loss of quality or are efficiently returned to the biosphere – this is the ideal we must strive for.

Reuse, repurpose or modify are terms used in an area where urgent action needs to be taken if we are to succeed in fulfilling the aim of the circular economy. Under this concept, the lifetime of materials is extended and we continue to exploit the benefits and properties of those materials.

Bearing in mind these social and environmental trends, you are asked to suggest an item made primarily of plastics on the theme of 'a product for urban living'.

Your product will **enhance life in a city environment**. It could be an item for yourself or a family to use in a flat or whilst commuting.

Your design should be:

- original (NB competiton expects you to thoroughly check for 'prior art 'before submitting)
- sustainable
- cost effective to manufacture
- appropriate & specific choice of polymer
- affordable and user-friendly

• Judges will be seeking a clear understanding of the target market for your product and how you intend to commercialise it.

Week 1 module intro, semester timetable, assignment 1 briefing – recap of skills, intro double diamond plus

Week 2 research tutorials: what have you found? Possible problems might you address with design-thinking ?

Week 3 9th October using CES software in your design project - AF

Week 4 16th October interim crit: pin up your proposals, give / receive constructive criticismWeek 5design tutorialsWeek 6development tutorials

Week 7 presentation tutorials – bring B&W prints of your submission so we can scribble on & improve for...

Week 8 DIP in-class crit 10am Wednesday 13th November 2019

#### 13/11/19 DELIVERABLES:

- Up to four A3 sheets describing your proposal printed out and pinned up in studio
- Short verbal presentation (if deemed necessary by staff)
- Upload graphical A3 presentation sheets to moodle as a single pdf by 10am Wednesday Nov13th

#### ALSO PLEASE NOTE THESE DATES – DIP20 Deadline for Registration - XX December 2019 Submission of entries for competition - XX March 2020

#### Assignment 2

Service Design briefing 10am Wednesday 20th November 2019 (module weighting 50%)

## 9. <u>STUDENT EVALUATION</u>

Every year academic staff read your Module Evaluation Forms that are completed by students at the end of the module and we respond to this feedback.

Last year the student response last year was generally very positive about module content and the briefs. In the NSS, (National Student Survey), BSc PD scored well but we hope to improve this in 2019/20.

### 10. LEARNING RESOURCES

Journals and Magazines include: Wired, Car Styling, New design, Blueprint, Design Week, Stuff, T3, What HiFi, Wallpaper, Interiors, Domus, Arbitare, Industrial Design (USA), Performance Bikes, MacUser, Architectural Review and many others

Core Texts

Alex Milton and Paul Rodgers Research Methods for Product Design, 2013 pub Laurence King Bjarki Hallgrimsson, Prototyping and Modelmaking for Product Design, 2012 pub Laurence King Jennifer Hudson, Process: 50 Product Designs : Concept to Manufacture 2<sup>nd</sup> ed 2011 pub Laurence King Kevin Henry, Drawing for Product Designers, 2012 pub Laurence King

Rob Thompson, Manufacturing Processes for Design Professionals 2007 pub Thames & Hudson Alex Milton and Paul Rodgers, Product Design, 2011 pub Laurence King

Koos Eissen & Roselien Steur. Sketching: Drawing Techniques for Product Designers, 2007 pub BIS Lidwell & Holden & Butler, Universal Principles of Design, Mass 2013, RockportPub <u>www.rockpub.com</u>

#### **Supporting Texts**

Janine M. Benyus, Biomimicry: Innovation Inspired by Nature Sparke P. A Century of Car Design. 2002. Mitchell Beazley Lefteri C. Materials. 2001. Gardner C. Shaping the Future; Seymour Powell. 1994.Booth-Clibborn

#### **Online resources**

www.core77.com/ www.wired.com/ Scientific TED talks - http://www.ted.com/ www.designcouncil.org.uk/about-design/Types-of-design/Brand-design/ www.newscientist.com/