

Relational Futures

Project Brief DP501

‘Making Sense’

Product Design Level 5 & 6

Studio Lead: Damon Taylor

Studio Second: Joe Palmer

Relational design is preoccupied not just with design's form or meaning, but with its effects; not with isolated objects, but rather with situations embedded in everyday life.

Andrew Blauvelt (2019)

Relational Futures will be exploring the nature and potential of social relations in an effort to create interventions that improve the experience of everyday life. Through a rigorous process of research-based material and social observation and experimentation we will be examining relationships between people, people and things, things and things, and things and systems to develop products, services and new ways of being that serve to create **a more sustainable, diverse and convivial way of life.**

The notion of relationality challenges the idea that people exist as self-founding individuals and argues for the importance of the **relationships between people** in constituting how we live. Similarly relational approaches stress the way in which objects never exist on their own but as part of **design ecologies**, systems of objects that allow for certain forms of action and interaction.

Research methods based in **design ethnography** will allow us to develop meaningful insights into the beliefs, behaviours and interactions that underpin material culture and the way we live. Through such investigations the intention is to develop a range of projects within this approach that make significant and **beneficial interventions into social life.** To do this we will be concentrating on the way in which the use of designed goods and services always takes place in particular **context**, how products are always part of larger ecologies that serve to define what things mean and what they can do.

Project and Studio Programme and Projects

This year is comprised of two modules, the first of which will be concerned with research, idea generation and evaluation. The second stage will then address the technical development and presentation of design concepts.

Project 1: 'Making Sense'

The aims of the first project are to identify a problem space, really get to know it, and to use insights from the research process to generate interesting ways of addressing the issue. Working from this position you will then suggest a way forward in the next module. Your first task will therefore be to identify **a current and future-facing social problem, an everyday issue that you feel you would like to address.**

We will then go on to examine the nature of social relations and the circumstances that allow for, or make difficult, particular types of interaction and exchange in such circumstances. You will then need to **define a working brief, plan the project,** develop a **research strategy,** and **undertake studies** and experiments that will allow you to really understand the problem you are working on.

Through a structured analysis of your findings you will then use the insights developed to devise a range of approaches and interventions that could make a positive contribution, which will then be subjected to a process of reflection and evaluation. You will then **construct a 'communication piece'** that **demonstrates your understanding of the conceptual structure of the problem.**

Project Theme: The Senses

Traditionally we are said to have five senses, smell, touch, taste, sight and hearing. You will therefore be asked to **think about your problem through the lens of 'the senses'**, taking into account these ways of encountering the world. However, there are probably many more senses than this (what about being hungry, or personal space, can these also be thought of as 'senses'?). You are therefore challenged to take account of a range of 'senses' in the development of your project.

Monday Lecture and Assessment Schedule

30th September (wk 1)		
10:00 – 11:00	Studio Introduction	Damon Taylor
14.30 – 17.00	Game Changer Review	
7th October (wk 2)		
10:00 – 13:00	Strategy, Methods & Ethics	Eddy Elton Damon Taylor
14:00 – 17:00	Product Sketching	Cameron BdL
14th October (wk 3)		
11:00 – 13:00	Making a Difference	Damon Taylor
14:00 – 17:00	Product Sketching	Cameron BdL
21st October (wk 4)		
10:00 – 13:00	Analysis, Insights & Translation	Eddy Elton Damon Taylor
14:00 – 17:00	Product Sketching	Cameron BdL
28th October (wk 5)		
All Day	Formative Assessment	
4th November (wk 6)		
All Week	Lab Week	Various activities
11th November (wk 7)		
10:00 – 13:00	Idea Generation Methods & Creative Strategy	Eddy Elton Damon Taylor
14:00 – 17:00	Sketching Prototyping	Cameron BdL Joe Palmer
18th November (wk 8)		
10:00 – 13:00	Idea Selection Methods & Evaluative Strategy	Damon Taylor
14:00 – 17:00	Sketching Prototyping	Cameron BdL Joe Palmer
25th November (wk 9)		
10:00 – 13:00	Installation Development	Damon Taylor
14:00 – 17:00	Sketching Prototyping	Cameron BdL Joe Palmer
2nd December (wk 10)		
No lectures:	making, making, making!	
9th December (wk 11)		
All Day	Hand-in/ Set Up by 4pm	
10th December (Tuesday)		
All Day	Vivas	Studio Team

Tutorial Sessions

Group tutorial sessions will take place on Thursdays. Groups and times to be advised.

Assessments

Level 5 - DP501

This module has two assessment points, the first is a Formative Assessment, in which you will be given a grade and feedback to allow you to see how you are progressing, and to set the criteria for success for the final submission. The Summative assessment then provides you with a final grade for the module.

Formative Assessment: Monday 28th October

You are being asked to deliver:

1. An outline of the issues central to the problem area
2. An account of your strategy for researching these issues and an account of progress so far
3. A material proposition/sketch model that illustrates one key insight into the problem.

You will have 10 minutes to present this material. In your tutorial on the Thursday following your Formative assessment you will agree with your tutor the form of your final submission and the criteria for success.

Summative Assessment: Monday 9th December

For the final submission for assessment for this module you will need to deliver:

1. A portfolio (70%)

This will be a collection of **sketches, drawings, photographs, models and notes** that clearly demonstrates the **nature of the problem**, your **research strategy**, the **ethical issues** that have been addressed, **research studies** that have been conducted and the ways in which you have **analysed** this material. It is expected that the majority of the work will be visual or materially based but annotation should be used sparingly to render the work comprehensible.

2. A Design Proposition (30%)

This will be a communication piece in a medium agreed with your tutor.

The form and/or the functioning of the piece should **clearly show how you are interpreting a key insight (or insights) from your research** in an effective manner that **demonstrates your understanding of the nature of the problem to be addressed.**

The Viva/Portfolio Presentation

After setting up your Proposition and submitting the Portfolio by the deadline you will be asked to give a five-minute presentation explaining your approach, followed by five minutes of questions.

Please note: this presentation is not marked in itself, but operates to allow you to explain the material submitted.

Learning Outcomes

DP501 - Design Studio 1 (Term 1)

L01. Plan: Formulate a design research strategy, with limited supervision, to investigate a problem or opportunity, relevant to your chosen specialism.

L02. Identify: Consider the ethical issues associated with your subject and apply the appropriate procedures used to mitigate the potential problems.

L03. Produce: Conduct design research studies and produce a body of research material that demonstrates rigour and experimentation appropriate for your line of enquiry and level of study.

L04. Analyse: Select and apply appropriate evaluation techniques to the findings gathered from your investigations, and demonstrate the recognition of competing perspectives.

L05. Apply: Synthesise your research to produce a proposition comprising a development plan and/or designed objects(s) that embody a critical, conceptual framework for your approach to design.

Marking Criteria

	L01. Plan	L02. Identify	L03. Produce	L04. Analyse	L05. Apply
80% +	An exceptional research plan developed with minimal supervision	Ethical issues have been considered and mitigated for in an exemplary manner	Highly original research studies have been conducted in a very thorough way.	There is evidence of very high quality analysis and critical thought referring to very high quality literature and theory.	An innovative and authoritative design proposition that is exceptionally realised and demonstrates a

					deep understanding of the conceptual framework.
70 – 79%	A research plan has been developed that demonstrates and in-depth understanding of the issues with minimal supervision	Ethical issues have been considered and mitigated for in a very effective manner .	Very well thought out and informed research studies have been conducted in a very thorough way.	Excellent quality analysis with an insightful contextualisation of the problem area referring to appropriate literature and theory .	A very high quality design proposition that has been very well realised, demonstrating an excellent understanding of the conceptual framework .
60 – 69%	A research plan has been developed that demonstrates a good to very good understanding of the issues with minimal supervision	Ethical issues have been considered and mitigated for in an effective manner .	Good to very good research studies have been conducted in a comprehensive and appropriate way.	Very good quality analysis with an appropriate contextualisation of the problem area referring to appropriate literature and theory.	A good to very good quality design proposition that has been well realised, demonstrating a good to very good understanding of the conceptual framework .
50 – 59%	A research plan has been developed that demonstrates a sound understanding of the issues with a fair degree of individual initiative .	Ethical issues have been considered and mitigated for in a suitable manner .	Acceptable research studies have been conducted in a sound and appropriate way.	Competent analysis with an appropriate contextualisation of the problem area referring to some of the appropriate literature and theory.	A suitably organised design proposition that has been acceptably realised, demonstrating a fair understanding of the conceptual framework .
40 – 49%	An adequate research plan has been developed with limited levels of individual initiative .	Ethical issues have been considered and mitigated for in an adequate manner .	Basic research studies have been conducted in a broadly appropriate way.	Poor analysis with limited contextualisation of the problem area referring to little of the appropriate literature and theory.	A poorly conceived design proposition that has been realised in a weak manner, demonstrating a limited understanding of the conceptual framework .
30 - 39	An insufficient research plan has been developed with very limited levels of individual initiative .	Ethical issues have not been considered and mitigated for in an adequate manner .	Inadequate research studies have been conducted.	Insufficient analysis with poor contextualisation of the problem area referring to very little of the appropriate literature and theory.	An inadequately conceived design proposition that has been very poorly realised, demonstrating an insufficient understanding of the conceptual framework .
30% -	Very poor or missing research plan	Ethical issues have not been considered in	Very poor or no research studies have been	No real attempt at analysis or contextualisation	Very poor or missing design proposition.

		any depth	conducted		
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Level 6 – DP606

This module has two assessment points, the first is a Formative Assessment, in which you will be given a grade and feedback to allow you to see how you are doing and to set the criteria for success for the final submission. The Summative assessment then provides you with a final grade for the module.

Formative Assessment: Monday 28th October

You are being asked to deliver:

1. An outline of the issues central to the problem area
2. An account of your strategy for researching these issues and an account of progress so far.
3. A material proposition/sketch model that illustrates one key insight into the problem.

You will have 10 minutes to present this material. In your tutorial on the Thursday following your Formative assessment you will agree with your tutor the form of your final submission and the criteria for success.

Summative Assessment: Monday 9th December

For the final submission for assessment for this module you will need to deliver:

1. A portfolio (70%)

This will be a collection of sketches, drawings, photographs, models and notes that clearly demonstrates the complexity of the problem, your research strategy, the ethical issues and best ethical practice in the area that have been addressed, research studies that have been conducted along with the range of novel solutions that this has suggested, and the ways in which you have analysed this material from a range of competing perspectives. It is expected that the majority of the work will be visual or materially based but annotation should be used sparingly to render the work comprehensible.

2. A Design Proposition (30%)

This will be a communication piece in a medium agreed with your tutor.

The form and/or the functioning of the piece should clearly show how you are interpreting a key insight (or insights) from your research in a novel way that demonstrates your understanding of the nature of the problem to be addressed.

The Viva/Portfolio Presentation

After setting up your Proposition and submitting the Portfolio by the deadline you will be asked to give a five-minute presentation explaining your approach, followed by five minutes of questions.

Please note: this presentation is not marked in itself, but operates to allow you to explain the material submitted.

DP606 - Design Studio 3 (Term 1)

Learning Outcomes

L01. Plan: Formulate a design research strategy, with minimal supervision, to investigate a complex problem or opportunity, relevant to your chosen specialism.

L02. Identify: Demonstrate the ability to recognise competing perspectives when identifying and defining complex problems; and address ethical issues following professional codes of conduct and ethical best practices.

L03. Produce: Apply knowledge to the development of design research that responds to unfamiliar contexts, synthesising ideas and information to produce novel solutions.

L04. Analyse: Select and apply a range of appropriate evaluation techniques; judge the reliability, validity and significance of evidence to support conclusions; and demonstrate recognition of competing perspectives.

L05. Apply: Identify and utilise new techniques to synthesise research findings and produce a development plan and/or design proposal(s) that embodies a critical, conceptual framework for your approach to design.

Marking Criteria

	L01. Plan	L02. Identify	L03. Produce	L04. Analyse	L05. Apply
80% +	An exceptional research plan examining a complex problem developed with minimal supervision	Competing perspectives and ethical issues have been considered in reference to a very wide range of perspectives and mitigated for in an exemplary manner whilst referring to ethical best practice.	Highly original research studies have been conducted in a very thorough way producing exceptionally well conceived novel solutions.	There is evidence of very high quality analysis and critical thought referring to very high quality literature and theory demonstrating an outstanding understanding of competing perspectives.	An innovative and authoritative design proposition using some highly original novel techniques that is exceptionally realised and demonstrates a deep understanding of the conceptual

70 – 79%	A research plan examining a complex problem has been developed that demonstrates and in-depth understanding of the issues with minimal supervision	Competing perspectives and ethical issues have been considered in reference to a wide range of perspectives and mitigated for in a very effective manner whilst referring to ethical best practice .	Very well thought out and informed research studies have been conducted in a very thorough way producing very well conceived novel solutions .	Excellent quality analysis with an insightful contextualisation of the problem area referring to appropriate literature and theory demonstrating an excellent understanding of competing perspectives .	A very high quality design proposition using novel techniques that has been very well realised, demonstrating an excellent understanding of the conceptual framework .
60 – 69%	A research plan examining a complex problem has been developed that demonstrates a good to very good understanding of the issues with minimal supervision	Competing perspectives and ethical issues have been considered in reference to a range of perspectives and mitigated for in an effective manner whilst referring to ethical best practice .	Good to very good research studies have been conducted in a comprehensive and appropriate way producing some well conceived novel solutions .	Very good quality analysis with an appropriate contextualisation of the problem area referring to appropriate literature and theory demonstrating a good to very good understanding of competing perspectives .	A good to very good quality design proposition using some novel techniques that has been well realised, demonstrating a good to very good understanding of the conceptual framework .
50 – 59%	A research plan has been developed examining a complex problem that demonstrates a sound understanding of the issues with a fair degree of individual initiative .	Competing perspectives and ethical issues have been considered in reference to some perspectives and mitigated for in an effective manner whilst referring to some ethical best practice .	Acceptable research studies have been conducted in a sound and appropriate way producing acceptable some limited novel solutions	Competent analysis with an appropriate contextualisation of the problem area referring to some of the appropriate literature and theory demonstrating a sound understanding of competing perspectives .	A suitably organised design proposition utilising novel techniques that has been acceptably realised, demonstrating a fair understanding of the conceptual framework .
40 – 49%	An adequate research plan has been developed with limited levels of individual initiative .	Competing perspectives and ethical issues have been considered and mitigated for in an adequate manner whilst referring to limited ethical best practice .	Basic research studies have been conducted in a broadly appropriate way producing limited novel solutions .	Poor analysis with limited contextualisation of the problem area referring to little of the appropriate literature and theory demonstrating a poor understanding of competing perspectives .	A poorly conceived design proposition using standard techniques that has been realised in a weak manner, demonstrating a limited understanding of the conceptual framework .
30 - 39	An insufficient research plan referring to a complex problem has been developed with very limited levels of individual initiative .	Ethical issues have not been considered and mitigated for in an inadequate manner and ethical best practice is not referred to .	Inadequate research studies have been conducted. Very poor or missing novel solutions .	Insufficient analysis with poor contextualisation of the problem area referring to very little of the appropriate literature and theory	An inadequately conceived design proposition not using any novel techniques that has been very poorly realised, demonstrating

				demonstrating very limited understanding of competing perspectives.	an insufficient understanding of the conceptual framework.
30% -	Very poor or missing research plan	Ethical issues have not been considered in any depth	Very poor or no research studies have been conducted	No real attempt at analysis or contextualisation	Very poor or missing design proposition.

Select Initial Bibliography

Appadurai, Arjun (1986) *The Social life of things: commodities in cultural perspective*. Cambridge: Cambridge University Press.

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Brown, R. and Farrelly, L. (2012) *Materials and interior design*. London: Laurence King.

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- Papanek, V. (1985) *Design for the real world: human ecology and social change*. 2nd ed., completely rev. London: Thames & Hudson.
- Pink, S. (2015) *Doing sensory ethnography*. 2nd edition. Los Angeles: SAGE.
- Sudjic, D. (2009) *The language of things*. London: Penguin.
- Weinschenk, S. (2011) *100 things every designer needs to know about people*. Berkeley, Calif: New Riders.
- Weinschenk, S. (2016) *100 more things every designer needs to know about people*. [Berkeley]: New Riders.

Relational Futures

Project Brief DP502/DP607

'Making It'

Product Design Level 5 & 6

Studio Lead: Damon Taylor

Studio Second: Joe Palmer

Relational design is preoccupied not just with design's form or meaning, but with its effects; not with isolated objects, but rather with situations embedded in everyday life.

Andrew Blauvelt (2019)

Relational Futures will be exploring the nature and potential of social relations in an effort to create interventions that improve the experience of everyday life. Through a rigorous process of research-based material and social observation and experimentation we will be examining relationships between people, people and things, things and things, and things and systems to develop products, services and new ways of being that serve to create **a more sustainable, diverse and convivial way of life.**

The notion of relationality challenges the idea that people exist as self-founding individuals and argues for the importance of the **relationships between people** in constituting how we live. Similarly relational approaches stress the way in which objects never exist on their own but as part of **design ecologies**, systems of objects that allow for certain forms of action and interaction.

Project and Studio Programme and Projects

This is the second stage of the studio projects, which addresses the technical development and presentation of design concepts.

Project 2: 'Making It'

The aim of this project are to allow you to explore, test and experiment with a range of design and realisation processes and practices, to optimise the performance of your design in-line with your identified goals. To do this you will need to establish a design specification for the product. You will then need to analyse the specification and plan the technical development of the product. You should think about what the practical requirements of the product are, and how its functioning will depend upon its socially determined qualities.

At level 5 you will be developing three prototypes that examine different aspects of your problem area. These could be linked examinations of the same theme, or independent projects that seek to explore differing issues within the problem area.

At level 6 you will be creating one very well developed prototype, or integrated family of objects, that represent one deployable product. This will be accompanied by appropriate contextual material.

At both levels this project is about the iterative development of the project(s), through a planned regime of specification, testing and iterative experimentation. This will then allow you to present credible design proposals to a professional standard.

Project Theme: ‘Feedback’

Feedback is the communication of evaluative or corrective information about an action, event or process back to the original or controlling source (Merriam Webster, 2019). You should consider carefully **how your prototypes might use feedback in their functioning**. You should also think deeply about the way you can **make use of feedback in the development of the project**. This will involve iterative development and testing, and the incorporation of new knowledge into your process.

Project Schedule

	10am – 12.30	1pm – 4.30pm
<u>Mon 20th Jan</u>	<i>Systems Thinking - Feedback -</i>	L6 Tutorials (Project Plans)
Thurs 23 rd Jan		L5 Tutorials
<u>Mon 27th Jan</u>	<i>Product Language & Semiotic Approaches</i>	L6 Tutorials
Thurs 29 th Jan		L5 Tutorials
<u>Mon 3rd Feb</u>	<i>Branding Things</i>	L5&6 Tutorials

<u>Mon 10th Feb</u>	<i>Users/Audiences & Expectations</i>	L5&6 Tutorials
<u>Mon 17th Feb</u>	<i>Value Propositions and Business Models</i>	L6 Tutorials
Thurs 20 th Feb		L5 Tutorials
<u>Mon 24th Feb</u>	<i>Details & Qualities</i>	L5&6 Tutorials
<u>Mon 2nd March</u>	<i>Project Review Presentations</i>	
<u>Mon 9th March</u>	Project Development Tutorials L5&6	
<u>Mon 16th March</u>	Project Development Tutorials L5&6	
<u>Mon 23rd March</u>	Formative: Prototype 3 – Work in Progress exhibition	
<u>Mon 30th March</u>	Reflections on the Exhibition	
Mon 27th April	Independent Project Development	
Mon 4th May	<i>Project Review Presentations</i>	
Mon 11th May	Independent Project Development	
<u>Mon 18th May</u>	<u>Project Deadline: 4pm</u>	

Assessment

Level 5 Assessment Tasks

TASK 1: Resolved product propositions - 70%

You will develop a minimum of three well-resolved prototypes that explore different aspects of your problem area.

- The nature of the prototypes, their form and functionality, should be demonstrably based on research.

- It should be clearly apparent how you have resolved the technological and engineering issues (the processes used will be documented in the Technical Module DP505) and considered the emotional qualities of the design.
- Simple contextual material should be supplied to explain their functionality.
- All prototypes must be resolved to a high standard with excellent attention to detail.

TASK 2: Portfolio – 30%

The portfolio will map the design process through sketches, photographs, renders and accounts of experimentation. The emphasis will be on explaining how the human qualities of the product(s) have been arrived at, developed, tested and modified.

- The portfolio should include a clear **Product Design Specification**.
- You should explain through drawings, renders, photographs and accounts of experimentation how the **physical, cognitive and emotional qualities** of the designs have been explored through an **iterative development process**.
- You should also demonstrate **an awareness of the manufacturing requirements and specifications** for each prototype.
- You should show how you have **tested** your prototypes.
- Throughout you are expected to demonstrate a **high level of critical awareness** and an **ability to analyse** and reflect upon your process.

DP502 – Learning Outcomes

On successful completion of the module you will be able to:

LO1. Integrate: Develop design proposals through the analysis and integration of a range of information, comparing alternative methods and techniques.

LO2. Resolve: Use staff/tutor feedback to address key technological or engineering issues relating to the successful functionality, manufacturing/production requirements of your design through practical experimentation.

LO3. Realise: demonstrate technical command and quality assurance in the realisation of resolved product proposals that utilise relevant processes, material and/or media.

LO4. Specify: Demonstrate awareness of relevant specification requirements for the potential manufacture and commercial applications of your design.

LO5. Present: Demonstrate and communicate design development through techniques of critical reflection, analysis, creativity and realisation.

Assessment Criteria

	LO1. Integrate	LO2. Resolve	LO3. Realise	LO4. Specify	LO5. Present
80% +	An exceptional design proposal that analyses an outstanding range of material and compares alternative methods and techniques in an original manner – all developed with minimal supervision	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in an exemplary way through exceptionally thorough experimentation	A design proposition that demonstrates an outstanding technical command in the realisation of the proposal and has used relevant processes and/or materials in an inspirational manner	A portfolio that demonstrates a very highly developed awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design.	A portfolio which communicates in an original and very effective manner, to show design development through exceptionally high quality critical reflection, analysis and creativity.
70 – 79%	An excellent design proposal that analyses a high quality range of material and compares alternative methods and techniques in an excellent manner – all developed with minimal supervision	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in an original way through extremely thorough experimentation	A design proposition that demonstrates an excellent technical command in the realisation of the proposal and has used relevant processes and/or materials in an insightful manner	A portfolio that demonstrates a highly developed awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design.	A portfolio which communicates in a highly effective manner, to show design development through very high quality critical reflection, analysis and creativity.
60 – 69%	A good to very good design proposal that analyses a very good quality range of material and compares alternative methods and techniques in a comprehensive and appropriate manner – all developed with minimal supervision	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in a good or very good way through very thorough experimentation	A design proposition that demonstrates a good to very good technical command in the realisation of the proposal and has used relevant processes and/or materials in an organised and coherent manner.	A portfolio that demonstrates a good to very good awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design.	A portfolio which communicates in an effective manner, to show design development through good to very good quality critical reflection, analysis and creativity.
50 – 59%	A competent design proposal that analyses a good quality range of material and compares alternative methods and techniques in an appropriate manner.	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in a competent manner through thorough experimentation	A design proposition that demonstrates a sound technical command in the realisation of the proposal and has used relevant processes and/or materials in an appropriate manner.	A portfolio that demonstrates a sound awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design.	A portfolio which communicates in a standard manner, to show design development through fair quality critical reflection, analysis and creativity.
40 – 49%	An adequate but weak	A design proposition	A design proposition that	A portfolio that demonstrates a poor	A portfolio which

	design proposal that analyses a range of material and compares alternative methods and techniques in an appropriate manner.	which shows evidence of the use of feedback to address key technological and/or engineering issues in a basic manner through thorough experimentation	demonstrates a weak technical command in the realisation of the proposal and has used relevant processes and/or materials in an appropriate manner.	awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design.	communicates in a poor manner, to show design development through low quality critical reflection, analysis and creativity.
30 - 39	A poor design proposal that does not analyse a sufficient range of material and does not compare alternative methods and techniques in an appropriate manner.	A design proposition which shows little evidence of the use of feedback to address key technological and/or engineering issues in an inadequate manner with a lack of experimentation	A design proposition that demonstrates insufficient technical command in the realisation of the proposal and has not used relevant processes and/or materials in an appropriate manner.	A portfolio that demonstrates a very poor awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design.	A portfolio which communicates in a very poor manner, to show design development through very little critical reflection, analysis and creativity.
30% -	A very poor design proposal. Partially attempted or completed.	A design proposition that does not sufficiently attempt to address key technological and/or engineering issues	A design proposition that demonstrates no real technical command in the realisation of the proposal and has not used relevant processes and/or materials in an appropriate manner.	A portfolio that demonstrates no real awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design.	A portfolio which fails to communicate and significant critical reflection, analysis and creativity.

Level 6 Assessment Tasks

TASK 1: Resolved product proposition - 70%

Through a process of iterative prototyping you will develop **one very well-resolved prototype (or integrated family of objects)** that represents a completed and deployable product.

You should also produce **contextual material** that gives an insight into how your prototype will function. The nature of this element will vary according to what is appropriate to the project but could take the form of a brochure, short film, narrative account, etc.

- The nature of the prototype, its form and functionality, should be demonstrably based on research.
- It should be clearly apparent how you have resolved the technological and engineering issues (the processes used will be documented in the Technical Module DP610) and considered the emotional qualities of the design.
- The prototypes must be resolved to a high standard with excellent attention to detail.

TASK 2: Portfolio – 30%

The portfolio will map the design process through sketches, photographs, renders and accounts of experimentation. The emphasis will be on explaining how the human qualities of the product(s) have been arrived at, developed, tested and modified.

- The portfolio should include a clear **Product Design Specification with justifications** related to research.
- You must **locate your personal position** within a particular design context.
- You should explain through drawings, renders, photographs and **accounts of experimentation** how the **physical, cognitive and emotional qualities** of the designs have been explored through an iterative development process.
- You should also demonstrate an **awareness of the manufacturing requirements and specifications** for your prototype.
- You should show how you have **tested** your prototype and outline what **regulations and/or norms** you are testing against.
- Throughout you are expected to demonstrate a high level of **critical awareness** and an ability to **analyse** and reflect upon your process.

DP607 Learning Outcomes

On successful completion of the module you will be able to:

LO1.Integrate: Develop novel solutions that exploit the possibilities of new concepts within existing knowledge frameworks and approaches.

LO2.Resolve: Address key technological or engineering issues specific to the successful functionality, manufacturing/production requirements of your design through practical experimentation.

LO3. Realise: demonstrate technical command and quality assurance in the realisation of resolved product proposals that utilise relevant processes, material and/or media.

LO4.Specify: Demonstrate autonomy by locating a personal position within design contexts. Provide relevant specification requirements for the potential manufacture and commercial applications of your design.

LO5.Present: Demonstrate and communicate coherent and resolved design outcomes through advanced techniques of critical reflection, analysis, creativity and realisation.

Assessment Criteria

	LO1. Integrate	LO2. Resolve	LO3. Realise	LO4. Specify	LO5. Present
80% +	An exceptional design proposal that exploits the possibilities of new concepts within existing approaches and analyses an outstanding range of material and compares alternative methods and techniques in an original manner – all developed with minimal	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in an exemplary way through exceptionally thorough experimentation	A design proposition that demonstrates an outstanding technical command in the realisation of the proposal and has used relevant processes and/or materials in an inspirational manner	A portfolio that demonstrates a very highly developed awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design. Identifies a personal position in a highly original way.	A portfolio which communicates in an original and very effective manner, to show design development through exceptionally high quality critical reflection, analysis and creativity.

70 – 79%	supervision An excellent design proposal that exploits the possibilities of new concepts within existing approaches and analyses a high quality range of material and compares alternative methods and techniques in an excellent manner – all developed with minimal supervision	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in an original way through extremely thorough experimentation	A design proposition that demonstrates an excellent technical command in the realisation of the proposal and has used relevant processes and/or materials in an insightful manner	A portfolio that demonstrates a highly developed awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design. Identifies a personal position in a very effective way.	A portfolio which communicates in a highly effective manner, to show design development through very high quality critical reflection, analysis and creativity.
60 – 69%	A good to very good design proposal that exploits the possibilities of new concepts within existing approaches and analyses a very good quality range of material and compares alternative methods and techniques in a comprehensive and appropriate manner – all developed with minimal supervision	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in a good or very good way through very thorough experimentation	A design proposition that demonstrates a good to very good technical command in the realisation of the proposal and has used relevant processes and/or materials in an organised and coherent manner.	A portfolio that demonstrates a good to very good awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design. Identifies a personal position in a good or very good way.	A portfolio which communicates in an effective manner, to show design development through good to very good quality critical reflection, analysis and creativity.
50 – 59%	A competent design proposal that exploits the possibilities of new concepts within existing approaches and analyses a good quality range of material and compares alternative methods and techniques in an appropriate manner.	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering issues in a competent manner through thorough experimentation	A design proposition that demonstrates a sound technical command in the realisation of the proposal and has used relevant processes and/or materials in an appropriate manner.	A portfolio that demonstrates a sound awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design. Identifies a personal position in a competent way.	A portfolio which communicates in a standard manner, to show design development through fair quality critical reflection, analysis and creativity.
40 – 49%	An adequate but weak design proposal that exploits the possibilities of new concepts within existing approaches	A design proposition which shows evidence of the use of feedback to address key technological and/or engineering	A design proposition that demonstrates a weak technical command in the realisation of the proposal and has used relevant processes and/or	A portfolio that demonstrates a poor awareness of the relevant specifications for potential manufacture/making and the commercial applications of the	A portfolio which communicates in a poor manner, to show design development through low quality critical

	and analyses a range of material and compares alternative methods and techniques in an appropriate manner.	issues in a basic manner through thorough experimentation	materials in an appropriate manner.	design. Identifies a personal position in an adequate way.	reflection, analysis and creativity.
30 - 39	A poor design proposal that does not exploit the possibilities of new concepts within existing approaches and analyse a sufficient range of material and does not compare alternative methods and techniques in an appropriate manner.	A design proposition which shows little evidence of the use of feedback to address key technological and/or engineering issues in an inadequate manner with a lack of experimentation	A design proposition that demonstrates insufficient technical command in the realisation of the proposal and has not used relevant processes and/or materials in an appropriate manner.	A portfolio that demonstrates a very poor awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design. Does not identify a personal position.	A portfolio which communicates in a very poor manner, to show design development through very little critical reflection, analysis and creativity.
30% -	A very poor design proposal. Partially attempted or completed.	A design proposition that does not sufficiently attempt to address key technological and/or engineering issues	A design proposition that demonstrates no real technical command in the realisation of the proposal and has not used relevant processes and/or materials in an appropriate manner.	A portfolio that demonstrates no real awareness of the relevant specifications for potential manufacture/making and the commercial applications of the design. No real attempt made to identify a personal position.	A portfolio which fails to communicate and significant critical reflection, analysis and creativity.