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Refer to guidance notes for completion of each section of the specification.

Module Code:	ARD627
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Module Title:	Product Design Degree Project
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Level:	6	Credit Value:	40
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Cost Centre(s):	GADC	JACS3 code:	W240/100050
		HECoS code:	

Faculty	FAST	Module Leader:	Steve Jarvis
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Scheduled learning and teaching hours	12 hrs
Placement tutor support	Click here to enter hours .hrs
Supervised learning eg practical classes, workshops	60 hrs
Project supervision (level 6 projects and dissertation modules only)	8 hrs
Total contact hours	80 hrs
Placement / work based learning	
Guided independent study	320 hrs
Module duration (total hours)	400 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA(Hons) Product Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
N/A

Office use only

Initial approval: 08/09/2020
 With effect from: 01/09/2023
 Date and details of revision:

Version no:1

Version no:

Module Aims

- Develop opportunities for innovative practice in the field of product design.
- Consolidate skills and extend ideas into new areas that demand advanced practice and inventive application of a range of abilities.
- Promote excellent standards of personal discipline and management of time
- Each negotiated level 6 40 credit module must indicate how the student will demonstrate the progression of their study from one module to the next.
- To prepare students with a substantive body of work that can be showcased for exhibition and/or competition.

Module Learning Outcomes - at the end of this module, students will be able to

1	Consolidate visual research that will inform subsequent studio practice, committing ideas to a plan of action.
2	Establish their independent development of concepts leading to new objects/products for exhibition or use that confirms imagination and creativity.
3	Plan and execute a body of work that is exploratory and inventive in pursuit of identified objectives, through systematic and methodical development.
4	Achieve results that demonstrate high levels of skill, applied in situations that promote ingenuity and responsive action to the design problems encountered.
5	Critically reflect and evaluate working outcomes objectively and in full, in respect of fitness for purpose, creativity and within the context of Product Design.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
CORE ATTRIBUTES	
Engaged	IA
Creative	IA
Enterprising	IA
Ethical	IA
KEY ATTITUDES	
Commitment	IA
Curiosity	IA
Resilient	IA
Confidence	IA
Adaptability	IA
PRACTICAL SKILLSETS	
Digital fluency	IA
Organisation	IA
Leadership and team working	I
Critical thinking	IA
Emotional intelligence	IA
Communication	IA

Derogations

N/A

Assessment:

Indicative Assessment Tasks:

The student will be required to present all course work for assessment cumulating in a public exhibition. The student will have opportunity to present contextual material that helps to locate their practice, including research material and material gathered and assimilated from other product designers. Examiners will review the achievement of the learning outcomes by exploration of the objectives set in each learning contract.

Assessment Criteria:

In assessing the learning outcomes, a variety of factors will be considered, these include:

- Theoretical Knowledge: Evidence of the ability to use and evaluate knowledge and to articulate a theoretical position through previous research and analysis.
- Conceptual Content: Evidence of the ability to independently plan and produce a body of work through the various stages from inception to completion which comprehensively demonstrates their creative and conceptual ability.
- Design Development and Subject skills: Apply creative thinking effectively to problem solving in specific vocational areas within their programme of study with due regard to the constraints of time, cost, commercial requirements and other considerations.
- Generic Skills: Evidence of the ability to show a progression in professional practice regarding attitude, self-management and business acumen.

In addition to the above assessment criteria students are expected to further demonstrate professional levels of achievement and competence in aesthetic technical and presentation skills. Students will also be required to demonstrate self-reflective and evaluative practice throughout their final semester.

Students will be required to evidence their learning in a 'progress pitch' every two weeks. This will be used to give continual formative feedback.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-5	Coursework	100

Learning and Teaching Strategies:

A tutor-led seminar will provide a framework for learning and introduce the second opportunity to draft a negotiated proposal. Group critiques will help the cohort to set levels of attainment and identify modes of investigation and practice to ensure a good fit is achieved between proposal and the learning outcomes. The module will be provided by the programme team and a range of staff will be encouraged to bring their expertise and opinions to the development of the individual learning contracts. The student will be tutored individually when reviewing the objectives of the proposal. Tutorial support and guidance will be provided on a regular basis to allow negotiation; monitoring and coaching activities to take place. The

student cohort will be expected to initiate critiques, seminars and discussion groups enabling peer group learning. Each student will be required to evaluate their progress and identify achievements at the end of the module. This will include preparing work for exhibition. Where possible the teaching will address the individual need rather than group instruction.

Syllabus outline:

Following a formal introduction to the module, the student will be aware of the parameters of the assignment and the time frame into which the activity must fit. The student will receive individual guidance in identifying a workshop/studio proposal that addresses the learning outcomes for the module. The student will be required to plan their activities by the drawing up a negotiated proposal. The tutor and the student will agree a set of outcomes within a specified period of the assignment. These outcomes will be reviewed at agreed dates.

The student would be required to indicate a research content to the project they intend to develop; it should clearly articulate the requirements the research seeks to satisfy. This may require visits to occur in order to gather material for evaluation and analysis before the proposal can be agreed.

This research is expected to inform the design process. The student is required to develop concepts that address clearly articulated issues, normally expressed in the negotiated proposal.

The design stage is expected to lead on to workshop/studio activity. Depending on the nature of the challenge evident in the work, the student may elect to explore techniques and processes with possible future applications in mind and will be required to be in a position to develop objects or prototypes suitable for exhibition or commercial use.

The preparation of the items, and an appropriate exhibition space, is part of the module content.

The activity during a negotiated study module will be determined by the participating student in liaison with their tutor and cannot be detailed herein, however, the module will include:

- A proposal of work based on suitable research that is frankly discussed, written and presented to the programme leader.
- The student setting projects with achievable objectives within the time allowed and available resources.
- A period of consolidating skills and personal creativity employed in a programme of self-determined work, allowing the student to concentrate on a specialist area.
- Raising the student's awareness regarding the current role of contemporary practice which may include live or simulated live briefs.
- An evaluation report which will be produced as the module nears completion.

Students will be encouraged to liaise with industry and may make industrial visits and/or undertake live briefs if they are appropriate and relevant. Where it is viable, students will also be encouraged to enter design competitions within the module structure. The work will form a showcase that will culminate in an exhibition.

Indicative Bibliography:**Essential reading**

The student will take responsibility for collecting and assimilating information relevant to their specialist activity. Tutorial guidance will be offered in this process. An emphasis on the reading of contemporary publications and periodicals will be encouraged.

Other indicative reading**Websites and Publications:**

<https://www.creativebloq.com/computer-arts-magazine>

<https://www.designcouncil.org.uk/>

<https://www.londondesignfestival.com/>

<https://www.creativereview.co.uk/>

<https://www.barbourproductsearch.info/>

<https://www.fabhub.io/>

<https://uxdesign.cc/>

Autodesk: Fusion 360

<https://www.solidworks.com/>

<https://www.vectric.com/>