

MODULE SPECIFICATION FORM

Module Title: Commercial Design and Analysis	Level: 6	Credit Value: 40
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Module code: ARA604	Cost Centre: GAAA	JACS3 code: K120
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Trimester(s) in which to be offered: 2	With effect from: October 2014
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Office use only: To be completed by AQSU:	Date approved: October 2014 Date revised: - Version no: 1
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Existing/New: new	Title of module being replaced (if any):
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Originating Academic Department:	Creative Industries	Module Leader:	Alan Hughes
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Module duration (total hours): 400 Scheduled learning & teaching hours: 120 Independent study hours: 280 Placement hours: N/A	Status: core/option/elective Core (identify programme where appropriate):
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Programme(s) in which to be offered: BA (Hons) Architectural Interior Design	Pre-requisites per programme (between levels): None
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<p>Module Aims:</p> <ul style="list-style-type: none"> To develop a further awareness of design enabling students to evaluate the design process in the commercial field. To encourage students to exploit their knowledge of design as a problem solving tool in relation to a client brief for commercial or public space.

- To exploit the application of interpretative skills, site analysis and a sensitivity to the architectural, social and environmental aspects of the brief.
- To encourage students to investigate and analyse and present their own work and that of fellow students, through participation in group interim crits and verbal presentation to their peers.
- To produce detailed design drawings for the use of contractors, translating the original design message and quality into practical solutions.

Intended Learning Outcomes:

At the end of this module, students will be able to:

1. Respond definitively to a client brief as a culmination to successful design development, producing a solution that addresses the specific needs of the users and of society generally, showing an awareness of the wider physical environment and context. (KS5)
2. Manipulate all the functional requirements in the implementation and finalisation of a commercial design solution, to meet the challenge of producing creative concepts within a professional team environment through the effective use of design sources in historic, aesthetic and technical terms. (KS3)
3. Effectively use elements of hard and soft materials, artificial lighting schemes and technology to add content, depth and atmosphere to the detailed scheme solution. (KS3)
4. Show competent exploitation of the established principles of design analysis to produce alternative solutions and by comparative analysis be capable of justifying design and decorative decisions. (KS3)
5. Establish a critically selective information resource system that can be developed for sourcing, commensurate with professional practice. (KS8)

Key skills for employability

1. *Written, oral and media communication skills*
2. *Leadership, team working and networking skills*
3. *Opportunity, creativity and problem solving skills*
4. *Information technology skills and digital literacy*
5. *Information management skills*
6. *Research skills*
7. *Intercultural and sustainability skills*
8. *Career management skills*
9. *Learning to learn (managing personal and professional development, self-management)*
10. *Numeracy*

Assessment:

Students will be required to present sketchbooks, written and collected supported research material and a series of worksheets and rendered designs that demonstrate considered design development.

The student will be expected to have fulfilled the criteria agreed at the inception of the module and produce satisfactory final solutions in the form of finished artwork and a detailed report.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	all	Course work	70%		
2	1, 4	Written report	30%		5000

Learning and Teaching Strategies:

This module is introduced with a series of workshops and presentations covering the principles of design for commercial space. Students carry out precedence studies and are encouraged to discuss the themes and ideas that these raise. Specialist lectures continue with a series of explorations of hotel, retail and hospitality sites and the detailed fitting out of such spaces.

Intensive studio teaching continues to encourage students to explore research and design development, appropriate to both sketch scheme presentation and final design. Students produce creative design solutions which are informed by their precedence studies, their personal response to the brief and their interpretation of commercial design. Interim presentation of projects provides a formal point for discussion and encourages peer involvement and self-assessment.

The industry contributes invaluable expertise to the course content bridging the gap between the domestic and commercial market. In a series of material and trade presentations as the projects become larger and more commercial, introducing specific technical knowledge related to the application of materials, furnishings and furniture.

Projects address the methods pertaining to conceptual presentation and become more rigorous in selected technical areas of the brief. Students research the context of their sites in depth, investigating the particular client needs and the successful integration of functional, cultural and aesthetic requirements within the public perception of the clients business. Clients contributing to the course have included Hilton International, Mont Blanc and Veeton Fleece.

In the final project students choose a personal project or can select, from a list of alternatives provided, a site for detailed design development. A 5000 word report will accompany this final submission exploring aspects of the project the students has identified as key to the design. This should cover both wide and detailed elements of the process and the final design.

Syllabus outline:

Lectures from working designers and professional experts.

Students consolidate how to organise complex commercial spaces with multi-functional uses, in relationship to the particular requirements of a client. Through a variety of projects, (conceptual, detailed and fast paced), students support their design concepts and brand identification through a sophisticated handling of the core elements of scale, light, form, colour and texture. Verbal presentations and crit. sessions take place in studio alongside the assessment process by tutors and peers.

All design assignments provide opportunities to manipulate the principles of design and decoration considering the underlying geometry and its relationship to the plan. In addition, the appropriate technical and decorative use of materials, especially in relation to the application of colour, texture and light, and the co-ordination of functional and aesthetically appropriate material is developed with public use in mind.

The Course includes the methods and organisation required to produce full notes, keys, comprehensive schedules and specifications to describe fully presented design schemes. It also includes the sketch scheme techniques for as part of scheduling, to provide sufficient information to market a proposal successfully.

Bibliography:**Essential reading:**

Rengel, R. (2003), *Shaping Interior Space*, Fairchild Publications.

Delaney, M. (2011), *Studio craft & technician: the architect's student's handbook*, Dublin, University College Dublin.

Deplazes, A. (2008), *Constructing Architecture: Materials, Processes, Structures; A Handbook*, 2nd Edition, Basel, Birkhauser Verlag.

Yakeley, D., Yakeley, S. (2010), *The BIID Interior Design Job Book: How to run a Project*, London, RIBA Publishing.

Indicative reading:

Sixsmith, M. (1999), *Designing Galleries*, London, Arts Council.

Rasmussen, S.E. (1962), *Experiencing Architecture*, MIT Press.

Calloway, S. (1991), *The Elements of Style*, Mitchell Beazley.

Perec, G. (2008) *Species of Spaces and Other Pieces*, London, Penguin.

The Interior Design Handbook, (annual updates), Grosvenor Press.