BAPD unit 4	creative design in practice
introduction to unit	This unit focuses on the application and consolidation of your skills and understandings of the design process introduced in Unit 2. It gives you the opportunity to push your work's creative potential further. Using the theme of sustainability, you will explore new user scenarios, experiences and the expression of visual languages to inspire your project work.

unit overview	Unit 4 activities will consist of:
	• design studies:
	  • ***'More with Less'*** studio project with presentation assessment weeks 1 – 6
	  • **field trip** and group activity week 7
	  • **studio visits** with reflective report & presentation wks 8 - 10
	  • ***'Mapping Design Cultures'*** project presentation wks 6 - 10
	• technical studies:
	  • lectures & tech folio assignments
	  • introduction to 3D modeling with rhino & assignment

studio brief:	***More with Less*** **introduction:** In today's economic, environmental and social landscape, sustainability has become an imperative, not an option. Designers have a key role to play in this new landscape and with it new challenges to make a positive contribution to adding value. The challenge is big - how can we through our creativity and experimentation, empathy and conversations, insights and analysis begin to design products that add value to peoples live in their production and consumption, nourish the planet and bring economic benefit to many. In this project we will be exploring the notion of creating 'More with Less'. We will take some everyday low value and low impact materials and transform the perception of these same materials into artefacts with a high perceived value that make us look at them in a new way. This will happen through a journey of hands on experimentation to transform and break out of our preconceptions about what is possible with these materials. These new experiments will suggest applications and lead into proposals for new products with low environmental impacts and high social and economic value. **the brief:** From a palate of 3 materials and 1 wild card, create new languages and perceptions for the materials through samples and experiments. Apply these to create a product that will have a high perceived value both visually and in terms of user experience and business model. You may choose one of the following areas to work in: consumer products, lighting, packaging, furniture. Your materials are: paper /card , wood veneer, mild steel (wire or strip) and one wild card of your choice. In addition, furniture students will also have the option to use Bee Board.

learning outcomes	On satisfactory completion of this unit, you will be able to demonstrate: LO14. the use of analysis to frame and formulate design intentions; (*Analysis*) LO15. the application of design process and use of product design conventions; (*Subject Knowledge*) LO16. knowledge of basic physical principles; *(Technical Competence)* LO17. the ability to plan and communicate your design intentions and responses* *(Communication and Presentation)* LO18. the exploration of different cultures as creative resources. *(Collaborative and/or Independent Professional Working)* **Embedded PPD*
key dates	• **initial research briefing for *More with Less*:** 14 March 2011 • **main briefing *More with Less*:** 22 March 2011 • **formative assessment:** 5 & 6 May 2010 **Hand-ins:** • **studio project including project journal for summative assessment:** Monday 23 May 3.30 – 4.30 • **technical folio:** Tuesday 31 May 10 – 10.30 • **assessment presentations & feedback**: 24 - 27 May (see timetable for individual times) • **London studio visits preparation assignment:** hand in at each studio visit • **Mappings Design Cultures presentation and hand in:** Wednesday 22 June 10.30 – 1.30 1100 RLS • **London studio visits group presentations:** 10.30 – 1.30 Thursday 23 June

Project programme

week 1	week 2	Easter break 4 weeks	week 3	week 4	week 5	week 6
initial research & open material experimentation						
		reflect on experiments and extend these experiments to generate ideas and define concepts	formative assessment: defined design direction, concept presentation & selection			
				concept development & refinement		
					project completion & communication	
						hand in, presentations & summative assessment

NOTE: Please keep in mind that during this term you will not have priority in the workshops. Typically these will be quite empty early in the term and very busy towards the end in the run up to degree shows. The emphasis will be on studio modelling techniques. If you really require some limited use of the workshops then you must negotiate with Jane and the workshops technicians. Remember that you are not priority so please respect their authority.

See timetable for weekly activities, supporting workshops, talks and forum group meetings, assessments and presentations. See blackboard for individual group times.

programme of study for studio project	See timetable for supporting workshops, talks and forum group meetings. **week 1 & 2: initial research - see separate brief for parts 1 -4 and presentation dates.** The results of the research questions should be collected into an annotated 'research inspiration book' for the project to be handed in at the end. The examples. At least half of the examples you show must of objects/ materials that you have actually seen. So plan to visit as many museums, showrooms, exhibitions and places as you can during these two research weeks. In your caption state where you saw your example, what the piece is called and if possible who designed it. **week 1: experimental workshop 1: transformations. Thurs 24 / Fri 25th March** See separate workshop briefing sheet **week 2: experimental workshop 2: 2D to 3D. Thurs 31 March / Fri 1 April** See separate workshop briefing sheet **week 3: concept generation and presentations** **visual language + product detailing research.** Presentations Tuesday 3 May. **FORMATIVE ASSESSMENT & concept selection Thursday 5 / Friday 6th May** Present: • a summary of your research including key experimentation and samples, and a clear design direction and intented visual language. • 3 developed concepts summarised by 1 A3 sheet and a 3D sketch model and material samples for each. The A3 concept sheet should describe the product, show how it achieves *'less with more'* and describe the user scenario. In addition it should make reference to the key inspiration behind your design **week 4: design development** **refine your personal brief for the chosen concept and carry out further research and creative exploration and development of your chosen concept through 3D testing and problem solving.** At your forum group present & discuss your refined brief – a statement about what you want to achieve, fresh research, 3D experimentations & testing. Remember, at this point **you must work in 3D with scale layout drawings.** **week 5: design refinement and presentation preparation** further refine your final design through 3D testing and problem solving thing carefully about the context of use and the visual language. At your forum group, present & discuss your final design decisions about detailing, proportions& usability in relation to your user context and visual language. Prepare the final presentation of your project. **week 6: presentation assessments** present your full project in an 7 min verbal presentation: see assessment evidence
assessment evidence for studio project	**This must include 1 project journal with your research findings, analysis, documented experiments and reflection throughout the design process.** **Your 2D project hand in may be in any format but must cover the following areas:** **Phase 1: Research and positioning** • a summary of your key primary and secondary research / experiment findings, inspiration and insights leading to: • summary of your 3D experimental research • a clear statement (verbal and visual) of your design objectives including a definition of your visual language and the experience you would want your design to create

	Phase 2: Design Concept Generation • a summary of your idea generation that demonstrates how creatively you approached your identified goals • a summary for each of your 3 concept proposals illustrating the user scenario and describing the product. In addition it should make reference to inspiration behind your design – eg. the issue you are addressing and any visual references. • **a 3D concept sketch model for each concept and material experiments:** you should demonstrate that you have explored your concept in 3D, not just 2D. • all your back up material for this stage shown in your project journal. **Phase 3: Design development** • presentation summary documentation of all the 2D and 3D development of your chosen design, showing how creatively and thoroughly you have explored and developed the chosen concept to answer the your objectives and the user scenarios. **Phase 4 Communication of final design & reflection** • **a summary of your final design:** show what it looks like, how it works, scale materials and technology, intended design language, storyboard & context of use and how it reflects ***'more with less'***. • **1 GA technical drawing to BS8888:2000** with a section through and as many views as it takes to fully describe the object including components and materials • **1 3D final full size working appearance model, where possible.** Note***: Furniture students should focus on a small object. If the visual model cannot be made useable, you should include a mock up to show proportions, details and how it would work.*** • **all of the above in digital format** **Sustainability evaluation and reflection to be completed and handed in at your presentation.** All the above presentation material will be part of your 7 minute verbal presentation with feedback.
suggested reading and references	• Beukers, Adriaan & Ed Van Hinte. 2005. **Lightness: the inevitable renaissance of minimum energy structures**. Rotterdam: 010. • Daetchefski, Edwin. 2001. ***The Total Beauty of Sustainable Products***. Hove: Rotovision • McDonough, W. and M. Braungart. 1995. ***Cradle to Cradle: Remaking the Way We Make Things***. New York: North Point Press. • Ranamakers ,R. 2002. ***Less + More: Droog Design in Context***. Rotterdam: 010 Publishers. • Reis, Dalcacio, ed.Julius Wiedemann. 2010. ***Product Design in the Sustainable Era***. Koln: Taschen • Schmidt, Petra & Nicola Stattmann. 2009. ***Unfolded***. Paper in Design, Art, Architecture, and Industry. Basel, Boston, Berlin: Birkäuser. • Thompson, Henrietta. 2009. ***Remake it***. Home. London : Thames and Hudson. In addition, please look at the sustainability bibliography and web references. Please consult the design periodicals in the library for the most recent innovations: Abitare, Axis, Blueprint, Domus, Frame, MD, Icon, ID, New Design.

jp 28 april 2011