Formative Assessment
You will receive formative assessment in the form of discussion and feedback throughout the project.

Design and New Media - Collect / Discover / Understand
Module code: ARTD 6115

Brief 01.Mapping_me
My Way, an object of personal cartography

"A map does not just chart, it unlocks and formulates meaning; it forms bridges between here and there, between disparate ideas that we did not know were previously connected." ~ Reif Larsen

The brief
Create a visual representation of your 'journey' to the MA Communication Design programme that includes a profile of your current interests, skills and strengths. How you interpret the brief is open to your imagination, but your work should be based on features and characteristics of a map. You can interpret the idea of a journey metaphorically or literally and explore the idea of the 'User' as yourself.

Spend time collecting information, using a variety of approaches, that enables you to form a comprehensive understanding of the motivations, actions, thoughts and emotions of your chosen users. Suitable techniques include observation, photography, drawing, collecting quantitative and qualitative data, demographics, interviews, questionnaires, secondary research etc. Again, this is not a definitive list. Your aim should be to find out as much as possible about your chosen group of people. You may have to adapt or change your techniques according to the limitations of local pandemic restrictions and your location.

Aim
To communicate through 2D poster your journey to MACD
To map out your own interests and skill sets and commuicate them within the poster

Outcomes
Plan and document your ideas using sketchbooks and other note-taking devices. Then, using digital and non-digital tools as appropriate, produce a well-crafted single A1 poster version of the final map. Fully hand-drawn maps will still need to be scanned, cleaned up digitally and created into a PDF Format.

(1) Final 1 x A1 poster saved as a PDF format as MACD_YOURNAME YOURGROUP. PDF and uploaded by 9am Monday 11th October to http://print.wsa.soton.ac.uk Choose > Proofing paper A1

(2) Please also upload an A4 PDF of your map here https://www.are.na/danny-aldred/brief-01-mapping_me

(3) Notes and sketches collated in a sketchbook

Crits
Wedneday 13th October - 10.00 - 15.00 Dannys Group
Thursday 14th October - 10.00 - 15.00 Jackies Group
ALL above three OUTCOMES must be completed

Other info
Map: A map is a symbolic depiction emphasizing relationships between elements of some space, such as objects, regions, or themes. Although most commonly used to depict geography, maps may represent any space, real or imagined, without regard to context or scale.

Journey: A journey is literally made between two or more geographical locations. There is order or sequence and sometimes a time dimension. However, journey is also used as a metaphor in language to help describe and understand other concepts that are sequentially linked. For example, journey of life, journey to happiness, journey to Olympic gold, journey of discovery, the road to freedom.

Resources
https://www.are.na/danny-aldred/communication-design-zvinofqlz8m

Portfolio and Assessment
All outputs for this project should be published on your portfolio website. Photograph or scan physical outputs as appropriate and clean them up before publishing them. Also publish a digitised indicative selection from your sketchbooks etc. This website will form the basis for your assessment at the end of this module in January 2022.

Aims and Learning Outcomes
The aims of the module are:
>	to develop practical skills, tools and methods for the development of information and
	interface designs;
>	to define principles of design thinking and interaction design including user-centred design;
>	to establish methodologies and key concepts relevant to design and new media.

A Knowledge and Understanding
Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:
A1. principles of design thinking and interaction design including user-centred design;
A2. methodologies and concepts relevant to design for new media.

B Subject Specific Intellectual and Research Skills
Having successfully completed this module, you will be able to:
B1. develop and articulate insights gained from a variety of research methods;
B2. analyse complex problems and envision a range of solutions.

C Transferable and Generic Skills
Having successfully completed this module, you will be able to:
C1. communicate and reflect upon the process and outcomes of design activities;
C2. collaborate effectively and use time management skills.

D Subject Specific Practical Skills
Having successfully completed this module, you will be able to:
D1. demonstrate advanced proficiency in user-modelling and design development tools and techniques;
D2. critically debate the module's key concepts at an advanced level.

Assessment criteria/rubric

Module code	ARTD6115
Module Title	Design And New Media
Module Leader	Andrew Lapham
Assessment	1 [100%]
Assessment Type	Portfolio including Design Outputs, Process Documentation, Reflective Blog and Project Report (800 words).

A.Knowledge and Understanding
Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:
B. Subject Specific Intellectual and Research Skills
Having successfully completed the module, you will be able to:
C. Transferable and Generic Skills
Having successfully completed the module, you will be able to:
D. Subject Specific Practical Skills (optional to modules)
Having successfully completed the module, you will be able to:
E. Disciplinary Specific Learning Outcomes (optional to modules)
Having successfully completed the module, you will be able to:

Ref	Outcome	Distinction		Merit	Pass	Fail	Fail
		100-80	79-70	69-60	59-50	49-35	34-0
A1	Principles of design thinking and interaction design including user-centred design	Exceptional systematic knowledge of key concepts and research informed literature in your discipline.	Comprehensive systematic knowledge of key concepts and research informed literature covered in your area of study.	Good systematic knowledge of key concepts and a range of research informed literature covered in your area of study	Adequate systematic knowledge of key concepts and a range of research informed literature covered in your area of study.	Some knowledge of key concepts and research informed literature covered in your area of study.	Very limited knowledge of key concepts and research informed literature covered in your area of study.
A2	Methodologies and concepts relevant to design for new media	Evidence of outstanding comprehension of theories, methods and techniques	Evidence of excellent use of theories, methods and techniques.	Clear evidence of use of theories, methods and techniques.	Satisfactory evidence of use of theories, methods and techniques.	Limited evidence of use of theories, methods and techniques.	Poor or very limited evidence of use of theories, methods and techniques.
B1	Develop and articulate insights gained from a variety of research methods	Clear evidence of advanced ability to critically evaluate research and interpret methods and techniques of enquiry.	Evidence of advanced ability to critically evaluate research and interpret methods and techniques of enquiry.	Evidence of consistent ability to critically evaluate research and interpret methods and techniques of enquiry.	Satisfactory evidence of ability to critically evaluate research and interpret methods and techniques of enquiry.	Limited evidence of ability to critically evaluate research and interpret methods and techniques of enquiry.	Little or no evidence of ability to critically evaluate research and interpret methods and techniques of enquiry.
B2	Analyse complex problems and envision a range of solutions	Exceptional ability to critically analyse scholarship and question complex ideas.	Excellent ability to critically analyse scholarship and question complex ideas.	Good ability to critically analyse scholarship and question complex ideas.	Competent ability to critically analyse scholarship and question complex ideas.	Some ability to critically analyse scholarship and question complex ideas.	Inadequate ability to critically analyse scholarship and question complex ideas.
C1	Communicate and reflect upon the process and outcomes of design activities	Outstanding communication skills across a range of formats and contexts.	Advanced communication skills across a range of formats and contexts.	Accomplished communication skills across a range of formats and contexts.	Competent communication skills across a range of formats and contexts.	Rudimentary communication skills across a range of formats and contexts.	Underdeveloped communication skills across a range of formats and contexts.
C2	Collaborate effectively and use time management skills	Exceptional self-management, autonomy and interpersonal learning skills.	Excellent self-management, autonomy and interpersonal learning skills.	Good self-management, autonomy and interpersonal learning skills.	Adequate self-management, autonomy and interpersonal learning skills.	Limited self-management, autonomy and interpersonal learning skills.	Poor or very limited self-management, autonomy and interpersonal learning skills.
D1	Demonstrate advanced proficiency in user-modelling and design development tools and techniques	Exemplary command of tools and techniques in the execution and realisation of resolved outcomes.	Excellent command of tools and techniques in the execution and realisation of resolved outcomes.	Good command of tools and techniques in the execution and realisation of resolved outcomes.	Adequate command of tools and techniques in the execution and realisation of resolved outcomes.	Rudimentary command of tools and techniques in the execution and realisation of resolved outcomes.	Poor or very limited command of tools and techniques in the execution and realisation of resolved outcomes.
D2	Critically debate the module's key concepts at an advanced level	Exceptional level of advanced thinking and making skills applied to a specialist subject.	Very high level of advanced thinking and making skills applied to a specialist subject.	High level of advanced thinking and making skills applied to a specialist subject.	Adequate level of advanced thinking and making skills applied to a specialist subject.	Limited level of advanced thinking and making skills applied to a specialist subject.	Lack of advanced thinking and making skills applied to a specialist subject.