

Formative Assessment

You will receive formative assessment in the form of discussion and feedback throughout the project. You are also required to attend a formative feedback review in March.

Module assignment 01.

Self-portrait, Data Visualisation and the Quantified Self

"The world's most valuable resource is no longer oil, but data"

– The Economist, 2017

We are in an era of measurement from external commercial forces, big data and surveillance. Never before have we been watched, monitored and captured. Within a digital context where boundaries merge and locations appear not to matter, time feels irrelevant borrowed and streamed. But context is everything and social-political situations are formed within the context of where we call home. When something is contextualized we understand it.

What are the virtual and real spaces we inhabit and what do these places say about us? what traces do we leave within these spaces? What does this content say about us? is it possible to avoid this trace of information that we leave behind? Can we subvert this data and what's more important, the things we leave in or the things we remove? Rubbish left on a particular street tells a story about that community as does a street that's immaculately kept - we build a picture of the community based on this data, good and bad, positive and negative.

The brief

Create an outcome that communicate a narrative about personal or found data. The outcomes must be designed in a creative and inspiring way developed from a substantial amount of initial research.

Outcomes

Body of research, sketchbooks and recordings.
1 x high quality finished data visualisation.

The brief / more information

Part I - Collect, sift and filter

(January Assessment period and into 1 week)

For this project we want you to explore your data of self and place by self-tracking, recording and collecting. You need to conduct field research based on one or more of these headings:

(1) The Nature in Place: Detritus and found elements within your location.

(2) Place and Technology: Your world in the machine.

(3) Boring Places: what do you consider mundane and not worthy of documentation.

(4) Personal Spaces; These could be anything from whats in your bag to your bathroom.

You decide how you might explore and capture this content, sketchbooks, audio, film and digital image, writing. Consider a suitable space to store this content and to display elements for tutor discussion.

Part II - Visualize, storytelling and making public

(Week 2)

Create one outcome that communicates an element of your findings to your peers. This might be from one of the headings or a combination of them, you decide. The outcomes must elevate and communicate in a creative and inspiring way.

Project Staff
Danny Aldred
Andy Lapham
Jackie Perkins

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Academic Integrity:

It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

It is the duty of all students to work in a safe & healthy manner and to have a duty of care unto yourself and others. Please ensure that you are aware of the relevant Health & Safety requirements for all activities that you undertake during your study. In particular you must refer to Studio & Workshop codes of practice, attend all mandatory and relevant training, and refer to the traffic light system for equipment use. Please check with your academic staff if you are required to complete a project proposal from and/or a specific risk assessment

<http://wsa.wikidot.com/healthandsafety>

Reading List

Internet Resources

<https://informationisbeautiful.net/>
<https://pierozagami.com/>
<http://www.aaronkoblin.com/>
<http://www.visualisingdata.com/>
<https://truth-and-beauty.net/>
<https://quantifiedself.com/>

Books.

Data Visualisation: A handbook for data driven design. Andy Kirk. Sage. 2016

Knowledge is Beautiful. David McCandless. William Collins. 2014

Further Research References are on Blackboard Module code: ARTD 6167 /Weekly Resources/

Aims and Learning Outcomes

The aims of the module are:

- to develop advanced skills, tools and methods via increasingly critical and experimental information and interface designs;
- to demonstrate an advanced knowledge of the Lab. Project topic and identify a specific research focus;
- to work effectively, both individually, and as part of a team, to communicate design proposals in a range of media.

The LO of the module are:

A Knowledge and Understanding

Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:

- A1. the Lab. Project topic and an advanced understanding of a research topic;
- A2. theoretical underpinnings of design research and practice-led research.

B Subject Specific Intellectual and Research Skills

Having successfully completed this module, you will be able to:

- B1. independently select and effectively employ advanced media production and design research methods;
- B2. analyse complex range of material, identify and communicate a clear research focus.

C Transferable and Generic Skills

Having successfully completed this module, you will be able to:

- C1. communicate the process and outcomes of design activities in a range of outputs including an exhibition;
- C2. collaborate effectively on a group project and manage your time proficiently.

D Subject Specific Practical Skills

Having successfully completed this module, you will be able to:

- D1. demonstrate exploratory, experimental and critical approaches to design via speculative outcomes;
- D2. define a design approach and research focus;
- D3. write reflectively and critically debate module’s key themes at an advanced level.

Assessment criteria/rubric

Module code	ARTD6167
Module Title	Design Laboratory
Module Leader	Danny Aldred
Assessment	1 [20%]
Assessment Type	Interim 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	Compensatable Fail	Fail
		100-80	79-70	69-60	59-50	49-35	34-0
A1	The Lab. Project topic and an advanced understanding of a research topic	Exceptional systematic knowledge of key concepts and research informed literature in your discipline.	Comprehensive 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	Theoretical underpinnings of design research and practice-led research	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.
C2	Collaborate effectively on a group project and manage your time proficiently	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.
D3	Write reflectively and critically debate module’s key themes at an advanced level	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.