

# Re-Mix Volume 03.

re-publish/re-mix.

*"The volume of your voice does not increase the validity of your argument" – Steve Marabolia*

The benefits of building an effective team within the creative design studio cannot be understated. Exploring ideas together and cross-pollinating and remixing ideas is all part of the creative process. Together we are stronger as the saying goes.

The brief

Using work generated from the Publishing Platform Brief 02, we want you to create a group project presented as a Volume of outcomes. This can take any form you feel suitable.

Things to consider

All effective teams need to understand the importance of group communication because it is crucial to their success. Effective communication within a team will build a common purpose among team members that will allow them to reach their goals.

Working within your allocated group you must decide upon team members to undertake key roles. Each student will take on one of the following positions and create an outline summary of your involvement.

## 1. BRAND DESIGNER / STRATEGIST

To oversee the design of the identity of your Volume/container

## 2. CREATIVE DIRECTOR

To overview the creative process as a whole.

## 3. WEB/ CODING DESIGNER/ SPACE ORGANISER

To bring functionality to the design form/space.

## 4. SOCIAL MEDIA / MARKETING/ COPYWRITER

To create a marketing plan and associated graphics.

Considerations

How will you present the work as a whole?

Will you create a title for the Volume?

How will you graphically tie everything together?

What Channels will you use? Web-based or actual physical space?

How will you inform the world about your Volume?

Is there an intended audience? Who are they?

Individual Assessment outline

Evidence of the actual work undertaken for the above roles in the form of a journal added to your blog that MUST contain the below Outcomes:

- **Meeting notes (in English)**
- **500-word statement outlining what your involvement was (This should include the challenging aspects of your involvement, things that didn't work and the things that did)**
- **20 images of Supporting sketchbooks, idea development**
- **Final Group Volume (images, links, screen-grabs)**

Aim

To explore group dynamics

To learn from one another through working as a team

**Allocated groups see below. You MUST keep to this student group.**

### With Andy Lapham

#### Group 1

Ting Yu Lin (tyl1u20) AL

Taoer Lian (tl2g21) JP

Yunhua Ye (yy14g20) DA

Chun Chen (cc1n21) AL

Xi Li (xl21u21) JP

#### Group 2

Manyu Li (ml5n21) DA

Xumeng Lang (xl13u21) AL

Zhuowen Ye (zy9g21) JP

Lijun Jiang (lj1n21) DA

#### Group 3

Xin Zong (xz26n21) AL

YuJiao Han (yh7y21) JP

Mengli Sun (ms3u21) DA

Zigan Wang (zw9u21) AL

Tianci Zhu (tz2u21) JP

### With Jackie Perkins

#### Group 1

Tianbo Yang (ty1n21) DA

Simiao Yang (sy8n21) AL

Zheng Zeng (zz4y21) JP

Yiqing Zhang (yz15g21) DA

#### Group 2

Tong Yang (ty4u21) AL

Jiaxin Liu (jl15u21) JP

Shimeng Qi (sq2e21) DA

Songnan Li (sl15u21) AL

Jiarui Li (jl6c16) JP

Tingru Zhang (tz2n21) DA

Xindi Yao (xy3c20) AL

#### Group 3

Chang Xu (cx1y21) DA

Guodong Sun (gs1n21) AL

Bohan Cui (bc2g21) JP

Pan Gao (pg2n21) DA

### 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/ reference

Please refer to the project launch and blackboard.

### With Danny Aldred

#### Group 1

Yonglin Tang (yt1n21) AL

Kong Yiyao (yk2n21) JP

Huiting Ma (hm3n21) DA

Yihan Xing (yx13n21) AL

Aimi Qi (aq1g21) JP

#### Group 2

Moxin Ma (mm1c20) AL

Wu Haozhi (hw1c17) JP

Shan Huang (sh4n21) DA

Haoyu Zuo (hz5n20) AL

Tiantian Kong (tk1u21) JP

Zixuan Meng (zm1c17) DA

Hayley Gibaut (hdg1g18) DA

#### Group 3

Amrita Rajeev (ar2c20) AL

Yu Luo (yl15g21) JP

Zhuoling Li (zl1c17) DA

Xinyi Kong (xk1n21) AL

Qiongchao Huang (qh1u21) JP

Luna Liu (xl21n21) DA

## 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

<b>Module code</b>	ARTD6167	<b>A. Knowledge and Understanding</b> Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:
<b>Module Title</b>	Design Laboratory	<b>B. Subject Specific Intellectual and Research Skills</b> Having successfully completed the module, you will be able to:
<b>Module Leader</b>	Danny Aldred	<b>C. Transferable and Generic Skills</b> Having successfully completed the module, you will be able to:
<b>Assessment 1</b>	[20%]	<b>D. Subject Specific Practical Skills (optional to modules)</b> Having successfully completed the module, you will be able to:
<b>Assessment Type</b>	Interim Project Report (800 words).	<b>E. Disciplinary Specific Learning Outcomes (optional to modules)</b> 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 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	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.