Design Lab - Explore / Analyse / Interpret
Module code: ARTD 6167

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 04.

The Brief: The Museum of the future

#FutureMuseum

"Real museums are places where Time is transformed into Space"

– Orhan Pamuk, 2009

In 2057 the science Museum will celebrate its bicentennial, but what role does the museum have in the future when increasingly we are using digital-based tech to access information? How will the museum function in 25 years?

The brief

Explore speculative ideas around how a museum could reinvent the way it connects with the public. This will involve rethinking how we use/access the museum and exploring completely new concepts to amplify and share information in creative and exciting ways. It might be an enhanced physical experience within the museum or something streamed to a device and shared with communities around the world, the options are immense, the boundaries limitless.

Outcomes

Body of research, sketchbooks and experimentation.
High quality finished visualisation of your proposed outcome.

The brief / more information

Consider ways to activate and publish objects and artefacts from ONE of the Science Museum group spaces. You will be allocated which museum during the project launch. This should involve rethinking how we use/access the museum and exploring completely new concepts to amplify and share information. It might be an enhanced experience within the museum or something streamed to a device. Pop-up event, projection-mapped, interactive, Speculative and experimental, offline and online.

Definition of a museum

http://uis.unesco.org/en/glossary-term/museum

Audiences

There are two good sources of information on audiences for cultural experiences:

Audience "culture segments"

https://mhminsight.com/culture-segments

It's a bit of a confusing page. The 7 segments are down the right-hand side.

Audience Agency "Audience Spectrum"

https://www.theaudienceagency.org/audience-finder-data-tools/audience-spectrum#Explore_Segments

Some further reading

Science Museum Strategy Doc
https://www.sciencemuseumgroup.org.uk/wp-content/uploads/2020/05/SMG-Inspiring-Futures-May-2020.pdf

https://www.arup.com/perspectives/publications/research/section/museums-in-the-digital-age

https://econsultancy.com/how-museums-are-using-immersive-digital-experiences/

https://futureofartsandculture.org

Project Staff
Danny Aldred
Andy Lapham
Jackie Perkins

External Guest
John Stack
(Digital Director of the Science Museum)

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