

Final Project

Brief Out: Monday 22nd May 2022

Hand-in via Turnitin: Thursday 1st

September 23.59 UK time

Formative Assessment

You will receive formative assessment throughout the project in the form of discussion and feedback using Teams and other online channels.

Aim

> Develop a high-quality information and interface design research proposal that critically engages with key contemporary issues within the industry and/or discipline.

> Define a clear research question or problem space and apply valid research methods, design development and media production techniques.

> Critically reflect on practice work in relation to a professional or academic context drawing on relevant concepts and theory.

> Select and pursue strategies for managing projects, deadlines and consultation with external sources.

> Communicate the process and outcomes of design research activities in a well-organised, logical and accessible manner.

Learning outcomes

Please see full text within the project brief, pages 5-6.

Project Staff

Jackie Perkins

Andy Lapham

Danny Aldred

& Guests TBC

MACD Technical Support

Chris O'Connor Digital Design

David Gibbons Photomedia

Programme Administrator

Emma Cutler

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.

Health & Safety

In conducting this project, you should always operate in such a way as to ensure your personal safety and security as well as being mindful of your impact on others.

Final Project

Module code: ARTD 6117

Define / Consolidate / Exhibit

Final Project - Speculative Futures

Introduction

This Final Project offers a framework for self-discovery and an opportunity to deploy skills and knowledge gained so far on the programme to develop into interdisciplinary project. It allows you to build a body of work that creates clarity and understanding of your own interests within Communication Design. Although your project does not need to be medium-specific, in previous years students have gravitated towards: *Interaction Design, Experimental Publishing, Motion Graphics* and or *Digital Programming experiences*.

You will work independently to refine your design proposals, make connections with external sources and advance ideas. The teaching is centred on a combination Face-to-Face and Online supervision with tutors who will provide guidance and support throughout the project. This module emphasises progressive independence, a rigorous approach to design research and a deep level of enquiry into key contemporary issues relating to your topic theme.

The project needs to be underpinned by a critical approach to your design work, through a cycle of exploration, judgement, analysis, synthesis and evaluation. You will collaborate with your peers in open discussion seminars and several key practice based workshops within the Studio.

PART ONE Create your brief (May 25th to 13th June).

Using your topic main theme 'Speculative Futures' and then choosing develop a high-quality Communication Design brief that critically engages with strategies for responsible, ethical, and mindful design futures.

- > Augment and Disrupt
- > Emergency and Emergence
- > Automation and Autonomy
- > After the New Normal
- > Urban Futures
- > Public and Private

Please use the supplied brief template to help frame your brief which should define a clear research question, insight or problem space and apply valid research methods.

DEADLINE Monday 10am 13th June.

Inspiration/Links to get you started

<https://www.futures.design/>

<https://ztopia.show/>

<https://speculative.hr/>

<https://tobiasrevell.com/>

<https://www.researchbydesign.co.uk/showcase/blog/how-to-structure-a-good-research-brief/>

Exhibitions

<https://www.180thestrang.com/future-shock>

<https://designmuseum.org/learning-and-research/design-museum-rd/future-observatory>

PART TWO Design development of your project (20th June to 1st September)

The project should aim to be; Purposive: Based on identification of an issue or problem worthy and capable of investigation. Inquisitive: Seeking to acquire new knowledge. Informed: Conducted from an awareness of previous, related research. Methodical: Planned and carried out in a disciplined manner.

Assessment deliverables

(1) Written project brief (Part one, see above)

Develop a high-quality research proposal that critically engages with key contemporary issues within the industry and/or discipline.

WHAT? Title, Question (20 approx words)

WHY? Intro / Context / Rotational (200 approx words)

WHO? Axis / Focus / Target (200 approx Words)

HOW? Approach (200 approx Words)

(2) Final Outcomes (Part two)

These must be finished to the highest quality and showcased on your website. This should have clear navigation, attention to detail and copy. This is your opportunity to show final work and the thinking behind it.

Example final outcomes might include: Website Design, App Design, Books (e-book or and printed matter), Advertising displays.

(3) Research pages

For the assessment, staff will expect to see key developmental moments from your sketchbooks and added to your websites. You might want to explore ways to 'record' an analogue sketchbook in digital ways. I.e. scanning pages making short films, sound bites - you decide what works for you. Any sound or film of this should be linked onto your submitted PDF.

(4) Project Report (1500 words)

Using the DIEP framework write a reflective report that outlines your findings and grounds the project in a professional or scholarly context. You should use a range of appropriate references to inform this text. E.g. Cite key academic references (academic journal paper, news article, industry report, / video, book) to briefly discuss how this informed the project. This should be included at the end of the above PDF document.

You can submit the PDF as many times as you want up until the deadline. At that point, the most recent version of your report will be the one that is marked. Be aware than Turnitin can slow down when it gets busy. As the deadline gets closer, the busier it gets. You are therefore advised to SUBMIT IN GOOD TIME BEFORE THE DEADLINE to allow for delays. Submitting on time is your responsibility. Late submission will mean a penalty on your mark.

Final show involvement.

As part of the MACD Programme you need to explore a final year group exhibition and present an element of your work into it, details of this will be discussed in June. The show is not part of your assessment submission for FP but there is an expectation that you will be part of it. The show needs to be up and completed by 7th September.

Schedule/deadlines

Final Submission Deadline: 23.59 UK time / Thursday 1st September 2022

First draft brief emailed to your supervisor for feedback on Monday 13th June.

Supervision throughout June to July / Details confirmed on blackboard

Independent study August

Final MACD Group exhibition September 7th to 11th 2022

Assessment

MACD staff will be looking for:

Rigour in all approaches. An ambitious project that engages with a research question or clearly identified issue of the student's choice.

A project that engages with contemporary Communication Design clearly situated within an appropriate professional or scholarly context.

A project that shows the student's ability to apply valid research methods in a creative and sophisticated fashion where appropriate

An exploratory design process in which multiple options are pursued, leading to both, rough experiments / prototypes and high-quality project outputs.

Outputs that engagingly communicate the project's intentions.

Well organised, logical and accessible support material and an insightful project report with meaningful reflections on the key themes.

This module focuses on independent study, and you are responsible for planning and day-to-day activities.

Teaching of the Final Project is via Teams supervision sessions and group online seminars.

Technical Studio Support

Coding and Adobe InDesign, Illustrator, Photoshop.

Chris O Connor email C.S.Oconnor@soton.ac.uk

Photography Technician

Dave Gibbons email drg@soton.ac.uk

English Language Support

Available throughout summer via email

Adeline Hoe email X.Hoe@soton.ac.uk

Learning Outcomes

Module Aims:

- Develop a high-quality information and interface design research proposal that critically engages with key contemporary issues within the industry and/or discipline.
- Define a clear research question or problem space and apply valid research methods, design development and media production techniques.
- Critically reflect on practice work in relation to a professional or academic context drawing on relevant concepts and theory.
- Select and pursue strategies for managing projects, deadlines and consultation with external sources
- Communicate the process and outcomes of design research activities in a well-organised, logical and accessible manner.

A. Knowledge and understanding

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

A1. How to use design research theory and practice to translate complex issues into tangible information and interface design proposals

A2. The wider contexts that the design proposal sits within (political, social, cultural, technological, and economic).

B. Subject Specific Intellectual and Research Skills

Having successfully completed the module, you will be able to: B1. Demonstrate expertise in sustained, in-depth and relevant research from diverse sources.

B2. Exhibit advanced critical and analytical skills, synthesise ideas, realise innovative and sophisticated design proposals.

C. Transferable and Generic Skills

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

C1. Communicate the process and outcomes of design activities at an advanced level via a range of outputs. C2.

D. Subject Specific Practical Skills

Resources

Please see blackboard for key reading material.

General reading for this module also includes:

Barnard, M. (2013) *Graphic Design as Communication* Publisher: Routledge

Baldwin, J. & Roberts, L. (2006) *Visual Communication: From Theory to Practice*
Publisher: AVA Publishing

Dubberly, H. (2004) *How do you Design? A Compendium of Models*
http://www.dubberly.com/wp-content/uploads/2008/06/ddo_designprocess.pdf

Ingledew, J. (2011) *The A-Z of Visual Ideas: How to Solve any Creative Brief*
Publisher: Laurence King

Kirk A, *Data Visualisation: A handbook for data-driven design*, Sage Publications, 2016
Designing with and for data

Marshall, L. & Meachem, L. (2010) *How to use images* Publisher: Laurence King

Noble, I. & R. Bestley, 2011, *Visual Research: An Introduction to Research Methodologies in Graphic Design*. AVA Publishing.

Rose, D. *Enchanted Objects: Innovation, Design, and the Future of Technology*, Scribner Book Company, 2015
Enchanted objects

DIEP Framework <http://bit.ly/2Elk6fr>

DIEP in Detail <http://bit.ly/2lvLC6j>

Module code	ARTD6117
Module Title	Final Project (Communication Design)
Module Leader	
Assessment	1 [100%]
Assessment Type	Portfolio including Design Outputs, Process Documentation and Project Report (equivalent 1500 words).

Acknowledged 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	How to use design research theory and practice to translate complex issues into tangible information and interface design proposals.	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.
A2	The wider contexts that the design proposal sits within (political, social, cultural, technological, and economic).	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.
B1	Demonstrate expertise in sustained, in-depth and relevant research from diverse sources.	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	Exhibit advanced critical and analytical skills, synthesise ideas, realise innovative and sophisticated design proposals.	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 the process and outcomes of design activities at an advanced level via a range of outputs.	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	Select and pursue strategies for effectively managing projects, deadlines and consultations with external sources.	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 an advanced ability to apply valid research methods, design development and media production techniques.	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.
D2	Demonstrate high level of fluency in a design approach relevant to a selected graduate context.	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.
D3	Use an experimental approach to explore issues from a commercial and/or critical perspective.	Very clear evidence of ability to innovate through creative, specialist and experimental approaches.	Very clear evidence of ability to innovate through creative, specialist and experimental approaches.	Clear evidence of ability to innovate through creative, specialist and experimental approaches.	Ability to competently innovate through creative, specialist and experimental approaches.	Limited ability to innovate through creative, specialist and experimental approaches.	Underdeveloped ability to innovate through creative, specialist and experimental approaches.