

Design Principles

DES2004

MODULE DESCRIPTOR

ECTS credits¹	5	Programme	BA Fashion Design BA Graphic Design BA Illustration BA Interaction Design BA Jewellery and Objects BA Moving Image Design BA Product Design BA Textile & Surface Design
NQF level	8	School	Design
Stage	2	Module Co-ordinator	Alex Milton
Trimester	Autumn	Module Team	School of Design
Contact	School Secretary David Bramley: bramleyd@staff.ncad.ie		
Responsibility	The NCAD Academic Council and the School of Design Board have responsibility for this module.		

1. Introduction

This module introduces you to the fundamental principles working methods and professional practices within and beyond your specific discipline that underpin contemporary design.

The aims of this module are to:

- Introduce fundamental principles, processes and concepts associated within and beyond your specific design discipline.
- Introduce a range of creative methodologies and techniques for the professional presentation and a documentation of work.

2. What will I learn?

On successful completion of this module students will be able to:

1. IDENTIFY: Demonstrate an outline knowledge and understanding of some core principles, processes and concepts associated with their design discipline.
2. EVALUATE: Demonstrate the ability to undertake analysis, evaluation and synthesis of ideas and matters associated with their design discipline.

¹ European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

3. How will I learn?

Students will learn through a combination of set activities within the studio and self-directed study within and outside the studio.

Learning tool	Hours
Lectures, seminars, tutorials and workshops	40
Autonomous Student Learning	60
Total Workload	100

4. What learning supports are provided?

Reading lists, suggested websites and other learning supports are included in the project briefs.

5. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	To study this module, students must have successfully completed DES2002 Design Connections, or have equivalent prior learning approved.
Co-requisites	To study this module, students must be also studying DES2005 Design Studio & Research 1 concurrently, or have successfully completed it previously, or have equivalent prior learning approved.
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.

6. How will I be assessed?

Assessment tool	% of final grade	Timing
Portfolio of module work	100%	End of autumn trimester
Total	100%	

Assessment tool	Learning outcomes assessed
Portfolio of module work	All learning outcomes

7. Feedback, results and grading

Students will receive feedback on their progress in the form of formative assessments and informal feedback as well as feedback on summative assessments.

Assessments are graded using the [NCAD Grade Descriptors](#).

8. What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of the spring trimester to students who do not complete all assessments, but students will not be able to progress to the next stage of the programme until they have successfully completed all Year 1 modules, equivalent to 60 credits.

9. When and where is this module offered?

Design Studios	Delivered during the autumn trimester
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10. How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the year, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

**For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook**