

Design Studio - Thematic Project

DESPG1-1

MODULE DESCRIPTOR

ECTS credits¹	30	Programme	MA in Interaction Design
NQF level	9	School	Design
Stage	1	Module Co-ordinator	Dr Emma Creighton
Trimester	3	Module Team	Dr Emma Creighton and Marcus Hanratty
Contact	Dr Emma Creighton: creightone@staff.ncad.ie		
Responsibility	The NCAD Academic Council and the School of Design Board have responsibility for this module.		

1. Introduction

The Design Studio Major Project consists of a studio project and written dissertation. Ahead of commencing the project students must present their project proposals to a review panel for critique and approval. Following this, students will work through the summer months to complete a literature review, to carry out people-centred research, to extract meaningful insights, to create and visualise concepts, and to develop and test experiential prototypes. Students will be supported to execute projects from both a pragmatic and speculative perspective. Final project outcomes will be disseminated in exhibition, oral presentation and a dissertation.

2. What will I learn?

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

1. **EXPLORE:** Actively investigate and explore within your chosen major project topic area, applying a variety of designerly approaches to your inquiry.
2. **SYNTHESISE:** Drawing on research findings synthesise and conceptualise a range of original concepts.
3. **EVALUATE:** Iteratively and critically evaluate concepts through a structured and transparent process.
4. **MATERIALISE:** Apply methodologies and techniques in the design, development, prototyping, and evaluation of your final concept.
5. **POSITION:** Critically evaluate and position your work within the broader field of interaction design demonstrating an awareness of the broader implications of your work.
6. **COMMUNICATE:** Disseminate and communicate visually and orally at an appropriate professional standard, demonstrating a sustained and rigorous design methodology.

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

Module content

Delivery of this module is embedded in a studio-based learning context with students learning key theory and skills through a project-based approach. Throughout the module students will develop fundamental skills and knowledge which will underpin their learning across the programme.

During the module, students will engage in a series of lectures and hands-on workshops. Students can expect to learn fundamental theories related to the development of user experiences through project work. Students will experience working in a fast-paced environment. Over the course of the module students will work within teams and in a self-directed manner.

3. How will I learn?

Students will learn through a combination of lectures, workshops, tutorials and shared presentations to support peer learning. Taught components will be delivered through lecture-based and seminar sessions with a focus on group discussion and lively, informed debate. Students will learn technical and practical skills through demonstration and workshop sessions and they are expected to engage in self-directed and independent study throughout the programme. Students will be supported in their project work through tutorials and will receive ongoing feedback through one on one and group crits.

Learning tool	Hours
Tutorials and workshops	50
Crits	20
Autonomous Student Learning	530
Total Workload	600

4. What learning supports are provided?

Delivery of this module is supported with Google Classroom. Throughout the semester readings, case studies and reference material will be posted to support students in their studio work. Off-campus learning and tutor-student communication will be facilitated through the use of Google Classroom. Module specific material will be posted on the module Google classroom throughout the semester.

5. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	Before students can register on this module, they must have successfully completed the module PGDES1017 Position and Proposition (5 credits).
Co-requisites	None
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.
Recommended	None

6. How will I be assessed?

All module learning outcomes will be demonstrated and assessed through the submission of project work as detailed below. Students will be expected to submit a series of deliverables during the module. These will be submitted in either physical form to the module tutor or to Google Classroom.

Students will receive formative feedback regarding stage submissions during tutorials and crits in the module. Students receive individual assessment sheets for each project detailing their formative grades and feedback. Summative module feedback will be issued after grades have been formalised through the relevant Exam board.

Assessment tool	% of final grade	Timing
Major Project Components and Presentation	70	End of Trimester 3
Design Rationale / Dissertation	30	End of Trimester 3
Total	100%	

Assessment tool	Learning outcomes assessed
Major Project Components and Presentation	All learning outcomes
Design Rationale / Dissertation	All learning outcomes

7. Feedback, results and grading

Grading

Students' assessments will be graded using the [NCAD Grade Descriptors](#).

8. What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of Trimester 2 to students who do not complete all assessments in Trimester 1. Students will not be able to progress to the next stage of the programme until they have successfully completed all Trimester 1 and 2 modules, equivalent to 60 credits.

9. When and where is this module offered?

Delivered in the Interaction Design Studio during the third (summer) trimester.

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. Students are also encouraged to complete the Irish Student Survey of Engagement. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

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

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