

MA Design and InnovationProgramme Specification



ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **MA Design and Innovation** course and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in the Unit Descriptors, which forms part of this Handbook.

| Key Course Information | | | | | |
|--|---|--|--|--|--|
| Final Award | Master of Arts | | | | |
| Course Title | Design and Innovation | | | | |
| Award Title | MA Design and Innovation | | | | |
| Teaching institution | Arts University Bournemouth | | | | |
| Awarding Institution | Arts University Bournemouth | | | | |
| Offered in the School of: | Graduate School and Research | | | | |
| Professional accreditation | None | | | | |
| Length of course / mode of study | 53 weeks full-time 105 weeks part-time | | | | |
| Level of final award (in FHEQ) | Level 7 | | | | |
| Subject benchmark statement | QAA Master's degree characteristics | | | | |
| Language of study | English | | | | |
| External Examiner for course: | To be confirmed | | | | |
| Please note that it is not appropriate for students to contact external examiners directly | | | | | |
| Date of Validation | 2019 | | | | |
| Date of most recent review | N/A | | | | |
| Date programme specification written/revised | 2020 | | | | |

Postgraduate Ethos

The Master's course recognises individuals and their aspirations, and celebrates ideas, making, and creative risk-taking. Our guiding principle is to offer distinctive, exciting and challenging opportunities for students to engage in their respective subject disciplines in order to critically engage with, and redefine, their particular approaches to their practices and position them within their chosen external, creative, economic, and cultural environment.

We support this principle through our passionate engagement with interdisciplinary and collaborative practices, with the integration of theory and practice, with our understanding of the particularities of individual practitioners and the broader world.

This is linked with an attitude to career development which places professionalism and risk taking in dialogue.

Crucial to the courses and their inherent multifaceted, creative and artistic outcomes, is that you demonstrate a committed passion for your practice and the particular medium within your chosen subject discipline. Each course devises specific discipline-focused project work to enable you to be suitably informed in taking the right path towards your chosen career in a diverse range of professions /industries or progress to further study at doctorate level.

This discipline focus is, however, enhanced by your experience of interdisciplinary and collaborative approaches and activities which enrich your journey. Our focus on the relationships between personal professional development and the development of communities of practice through sharing and collaboration is underpinned by the unique AUB reputation for truly collaborative working across disciplines.

This can involve routes which are not the 'obvious' ones; routes which afford possibilities to meet fresh, often unpredictable and certainly challenging methodologies and techniques with which you can test, develop, progress, interrogate, make and confidently reflect on your own practice and subject discipline. Whilst you will be encouraged to develop your own themes, through involvement in cross-course groups, shared lectures and other MA activities you will have opportunities to work together with other MA students to form a 'postgraduate network' that will facilitate a wider dialogue around art and design, sustainability, ethics, the political and the often global reach of creative industries and professions.

Developing your systematic and critical understanding of knowledge and of the application of that knowledge in an appropriate, professional context alongside having the resolve, the skills and the acumen to exercise initiative and personal responsibility in a world which is asking many questions of all of us with respect to our abilities and desires in coexisting with a global community is integral to the course.

To conclude our ethos focuses on the ability for our graduates not only to develop their careers and be employable but also to be engaged in the redefinition of what employment might look like in what are times of tremendous social, political, economic and ecological change.

Course Description

Design Thinking involves a way of working that can be applied to a vast range of issues and types of practice. Designers consider the possible consequences of design interventions in relation to ethical and sustainability issues. Creative and innovative approaches are required that respond to complex situations in which many challenges reside. At the core of this course is critical engagement with design processes and methodologies and the ways that they can be applied and tailored to issues and problems that you will define. As a graduate from the MA Design and Innovation course, you will have the skills to find your place in an expanding market of physical design development and design-thinking. The course is focused on employability and strongly supports entrepreneurial thinking.

The MA Design and Innovation course will enable you to question the nature of your practice and its context relative to the creative industries. Design challenges will be explored by applying a process of systematically interrogating design practice; using design methods to analyse and comprehend situations and behaviour to generate alternative, novel, or experimental solutions. Research is the fundamental driver for creative thinking and innovation so you will be encouraged to develop your own skills through a critical approach to reflective enquiry and practice. Inherent to creative thinking and innovation are flexibility as well as the freedom to explore personal strengths and skills. Projects and assignments can be approached by means of physical investigation (making) or theoretical exploration (extended literary and primary research) as well as a mixture of both.

You will experience a versatile learning environment inspired by a multi-disciplinary teaching team. Students on the MA Design and Innovation can potentially be drawn from variety of backgrounds which will help you expand your network beyond your own disciplines. This will create the perfect conditions for innovative thinking and problem solving.

Reflective practice and the inherent ability to remain open-minded, a passion for design and a desire to challenge traditional practice and current world views will form the starting point for your professional or academic career within the course.

You may want to focus or broaden their design practice, so you can take a variety of approaches during your MA studies from theoretical experimental design to artefact based making/material focussed design. For example, a student who progressed straight form BA/BSc level to MA might want to explore a particular design interest in more depth than has been possible during their undergraduate studies. On the other hand, somebody joining from industry or after years of design practice might want to cross over into a different area of design practice or gain additional skills to further their career opportunities.

The course is closely aligned with the AUB Innovation Studio and supported by partners in the design industry. Design business and entrepreneurship will be an integral element of the course with close links to local, national and potentially international businesses through live design projects and where suitable design competitions. The design industry itself has changed very much in the past 20 years, practitioners are either very specialised or have a broad set of skills spanning a variety of design and technology disciplines. Projects can have very short lead times and solutions very short life spans. Problem solutions often require thinking beyond simple product solutions and designers are at the forefront of finding solutions to today's wicked problems such as climate change. They are no longer just makers of things instead they are specialised in problem-solving and thinking like a designer has become an attribute that is valued by design and non-design businesses alike:

Studying at this level will also provide you with pure research opportunities and your project work could be exclusively focussed on design and innovation research rather than the production or creation of artefacts. This would be most suitable for those students who are looking at further research study beyond the MA such as MRes, MPhil or a PhD. It would also suit those designers who are looking for more strategic career opportunities maybe as design researchers in industry or as design consultants in non-design businesses.

To conclude, designers are instrumental in the shaping of society beyond the creation of products. As professional team-players and challengers of established systems; designers these days are essential in the running of multi-and cross-disciplinary teams that go beyond the design and manufacturing industry. The MA Design and Innovation aims to create environments and opportunities in which students and graduates are inspired to challenge the status quo and become active drivers of the change they want to see nationally and internationally, supported by the local and national design industry and taking full advantage of the AUB creative community.

Statement of Student Entitlement

- Tutorials three supervisory tutorials per 60 credit unit; totalling 9 over the course. In addition, each student is entitled to assessment feedback tutorials on the Strategies for Practice and Master's Project 1 units. A tutorial time of 45 minutes is allocated.
- Group Critique three critiques; one near to the middle of each unit.
- Staff and student-led lectures and seminars.
- Regularly timetabled group meetings with MA Course Leader and/or relevant tutors.
- Access to the Quiet Study Room during Library hours.
- Access to relevant resources agreed through your Course Leader.
- Agreed attendance on undergraduate workshop/darkroom/resource area inductions.
- Agreed access to relevant studios as required for assessment purposes.
- Postgraduate show where appropriate.
- Agreed access to discipline-related and cross-discipline lectures/seminars on undergraduate programmes.
- Attendance at Gallery events, Research days and other appropriate AUB events.

Course Aims

The course aims to:

- 1. Enable students to focus on a particular aspect of a broader subject area in which they have prior knowledge or experience as well as become independent life-long learners. Knowledge and comprehension of the discipline
- 2. Build a comprehensive understanding of techniques applicable to their own research or advanced scholarship; enabling students to focus on a particular subject area or field of study in greater depth. **Specialised Knowledge**
- 3. Encourage students to interpret knowledge in the discipline, enabling them to learn how to conduct research and undertake training in research methods, often linked to a particular subject or field of study **Analysis & Synthesis**

4. Enable students, through self-direction and originality, to communicate their skills and findings and to specialise or to become more highly specialised in their discipline. - **Knowledge Application**

Course outcomes

By the end of the course students will be able to:

- 1. Relate their broadened or refined knowledge to the forefront of their academic discipline, field of study or area of professional practice.
- 2. Demonstrate specialist knowledge with regards to their discipline including technologies and research; highlighted through self-direction and originality in tackling and solving problems, individually or collaboratively.
- Continue to advance their knowledge and understanding and develop new skills to a higher level, to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses as well as continue further academic studies.
- 4. Communicate and utilise specialist knowledge and specialised transferable skills by seeking employment or realising entrepreneurial ventures through application of initiative and personal responsibility, problem-solving, decision-making in complex contexts and unpredictable situations.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: Master's degree characteristics
- Framework for Higher Education Qualifications (FHEQ)

AUB Regulatory Framework and Postgraduate Assessment Regulations

Learning and Teaching Strategies

The Postgraduate Network Model (see diagram at end of this section)

All teaching sessions delivered across the postgraduate taught courses are located in a network of learning, which has three different levels. The top level—the *macro* level—is predominantly made up of lectures delivered to the whole Graduate School. These lectures are transdisciplinary in nature in that they address issues and understanding common to all postgraduate courses at the AUB.

These overarching broad themes at the macro level can be interpreted differently by clusters of disciplines. The next level in the network—the *meso* level— therefore involves learning and teaching sessions that provide a disciplinary interpretation and focus to macro level lectures. These are more relevant to students on allied or cognate courses, and preference is given to students from such allied courses to attend these sessions, however students from across the Graduate School can elect to attend any sessions as long as space and resources permit.

The final level in the network—the *micro* level—involves course specific: tutorial sessions, critiques, and project launches. This level contextualises the learning from the top two levels within your individual practice.

While students at undergraduate level are encouraged to learn through their peers, at MA Level this is an imperative through peer learning and group work. Each member of the MA cohort across the Graduate School is an active participant in learning and teaching, and through this postgraduate network, the sharing of good practice is established. Through involvement in cross-course groups, shared lectures and other MA activities you will work together with other MA students to form the postgraduate network that will facilitate a wider dialogue around the Arts, sustainability, ethics, the political and the creative industries.

Lectures and Gallery Talks

Lectures are used to focus on issues and provide information for you as you progress through the course. They are generally followed by question and answer sessions.

Gallery talks usually take the form of an event supporting an exhibition and would include a presentation of work and/or dialogue with exhibitors that are drawn from a broad range of practitioners – such as artists, photographers, performers, designers, crafts persons, writers, critics and curators.

Seminars

Seminars are important opportunities for generating dialogue and interrogating practice. These explore issues related to practice in context and opportunities follow with student-led response seminars for specific aspects, issues or areas of individual and/or collective inquiry to be developed in detail.

Tutorials

Supervisors ensure that all students receive tutorials, academic guidance and pastoral care. Tutorials provide an opportunity to discuss your individual progress on the unit and on the course. They are used to air specific issues raised through the work, provide critical observation and recommend new direction and research strategies. The tutorial following a formal assessment is known as an assessment feedback tutorial. Tutorials will be delivered as required, either face-to-face or online.

Group Critiques

Group critiques involves all students and forms distinctive learning and teaching points in the year. These events may occasionally be led by a visiting lecturer (see below) and supported by the MA Course Leader and other MA course tutors. Discussion primarily focuses on the individual work produced in the units and is a regular element of the course. Critiques include traditional 'pin-up crits' as well as online presentations.

Visiting Professionals

The course invites several visiting artists/designers to contribute to the discussion in seminars and group criticism. These discussions and seminars are vital elements of the course. Visiting practitioners describe and discuss their work and maintain a lively and current debate.

Industry Liaison Groups

Set up to recognise the importance of maintaining awareness of current developments/practices within the professional workplace and as a pro-active element with subsequent influence on curriculum design, and meeting at individually predetermined points throughout the academic year, Industry Liaison Groups comprise members drawn from professional practice and organisations, AUB academic staff, AUB technical support staff, AUB alumni and representatives from the student cohort. Their aim is to support and advise on matters relating to student progression into the work environment and they play a significant role in informing course reviews, course revalidation and the development of the professional aspects that are intrinsic to particular course units.

As an informal group, the industry related members, in view of personal commitments, do not necessarily attend every meeting, rather, an organic approach is adopted where different 'voices' are invited to be involved. The revolving nature of the group can in this way bring a more enlightened and diverse range of conversations and sharing of views.

Study Visits

These involve visits to galleries and museums, theatres and performances, design collections, trade fairs, expositions, biennales and design practices here in the UK, the EU and worldwide. There are added costs notified in advance of the visit. Student attendance at academic and discipline specific conferences is encouraged. All study visits are encouraged but not compulsory and non-attendance will not negatively impact on the overall achievable degree classification.

Using technology to assist learning

The University is systematically developing technology-enhanced approaches to learning. AUB learning technology provides access to a full range of course documentation and provides an effective mechanism for the maintenance of course and broader institutional communication. The course adopts a blended learning approach where lectures, demonstrations, and tutorials can occur on-line via channels such as Zoom or Microsoft Teams as well as face to face. Third-party content is also integrated within the network model and sessions are collected. scheduled and disseminated through the University's virtual learning infrastructure. Lectures and other sessions within the Graduate School are normally recorded and available to access at times appropriate to your study. This blended learning approach preserves opportunities for on-campus studio culture to emerge through the social and interactive nature of traditional face-to-face learning and teaching, while providing greater flexibility through a wider range of learning experiences that can be accessed off-campus as well as on-campus. This is particularly useful to those with family or work commitments; providing greater flexibility to learn in a time and place of your choosing.

Full and Part Time Modes of Study

The part-time and full-time overlap offers the students several opportunities. The part-time students will have the valuable and informative experience of attending the

critiques, group and individual presentations scheduled for full-time students providing them with relevant skills and knowledge. This will provide a real understanding of what is expected of them. In addition, the full-time students will gain from part-time students' assistance in the preparation of their MA show. All new full-time and part-time cohorts will be welcomed by existing part-time students in their second year of study and will be able to learn from their experiences of the course and of the University. Part-time students in their second year will able to act as mentors to the new students.

As well as this dynamic synergy between the full- and part-time modes of study, it has to be recognised that the course is driven by the individual student's practice and research, and how they choose to contextualise this and make it work within the structure of the course and the Postgraduate Network Model. There are considerable points of contact between full and part-time (some of which are also noted above), but there are also key points where the PT and FT delivery diverge and during which the part-time students are required to work independently. An ability to study independently is the underlying principle of postgraduate courses and, students opting for the PT route on this course allow themselves the further 'space' in which to develop their practice and thinking. A consequence of this is more independent study, but progress is monitored via meetings with tutors, such as the mid-unit reviews for PT students.

It is important to note, then, that the course seeks a specific commitment from students, where they are able to balance the demands of periods of independent postgraduate study with the discussions, seminars, group critiques and tutorials/reviews. It is also crucial that the different study modes (PT and FT) are seen as something to be embraced, as a positive contribution to the course as a whole, enabling as they do, the integration of a wide range of approaches and experiences to practice and theory.

It is important to recognise that the designated weekly study hours for PT are half of those for FT students, and for reasons of parity, access to subject area resources and academic support must be understood commensurately. The longer study periods (x2) of each unit for PT students ensure that parity is clearly evident and accounted for between the two modes (FT and PT) of study. In this way, the overall study hours and proportionate access for each unit sustain parity of experience for FT and PT students.

Part-time students receive half the designated study time of Full-time students. It is sensible for Part-time students to reserve a day a week, as time when you may need to access the University, either for taught sessions or independent study, in addition there will be online sessions which you can engage with, taking place to begin with one or two evenings a week.

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course, we will inform you of what you are expected to learn; what you have to submit; how your work will be assessed; and the deadline for presenting your work for assessment.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each grade band. All learning outcomes must be passed to successfully complete the unit.

You are assessed, broadly speaking in two ways: formatively and summatively.

Formative assessment provides feedback that will help you to develop your learning. It should be seen as 'ongoing' assessment in the sense that it enables you to pinpoint strengths and weaknesses and address them appropriately. Formative assessment may take place in tutorials, seminars, critiques and other discussions about your work.

Summative assessment generally takes place at the end of a unit of study. It is an overall evaluation of your acquisition of the skills and knowledge developed in that part of the course.

There will be specific tutorials and formative assessment events once per term to make you fully aware of your progress on the course and monitor your development.

Other assessment methods include *Criterion-referenced assessment* which occurs through use of Learning Outcomes in Unit Assessments, and *Ipsative assessment* where the iterative nature of some aspects of delivery provide opportunities for gauging the student's current level of performance with previous levels of performance. Such opportunities are present in the *Study Plan* where students build on and re-present their *Study Plan* at different points in the course, also in the *Contextual Journal* which records practice over time. Ipsative assessment is fed-back in individual tutorials.

Assessment of collaborative work

In the event of collaborative work being produced and submitted for collaborative assessment it will generally follow the procedure outlined below.

- The intention for assessed collaboration should be identified through the individual student's Study Plans and PDPs, and must have the prior agreement in principle of the Course Leader/relevant tutor(s).
- 2. A parity meeting will devise and implement an academically rigorous assessment method/procedure that will be submitted for approval of, and ultimately confirmation by, the Course Leader. Such confirmation will be conveyed to each student involved in the collaborative activity and agreement made with each that the procedure is fully understood.

- 3. An important component of this procedure will be a requirement for each student to provide a written (qualitative and quantitative) self-evaluation and evaluation of others' role within, and contribution to, the development and outcome of the 'submitted work'*. These evaluations will be used to inform the assessment process.
- 4. Following assessment and the subsequent parity meeting, individual marks will be agreed that will create the 'practice' component of the overall unit mark.

*Submitted work – understood here as a generic term to cover whatever the manner or form in which this may be offered – presentation / performance / artefacts / et al.

Award of Merit/Distinction

A Master's Degree with Merit or Distinction may be awarded. Only units at Level 7 contribute towards the determination of a Merit or Distinction.

For further information on assessment and awards, please visit: https://aub.ac.uk/regulations

Course structure

All students are registered for the award of Master of Arts; however exit awards are available if you leave the course early. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of Postgraduate Certificate (PGCert) you must have achieved a minimum of 60 credits at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

For the award of Postgraduate Diploma (PGDip), you must have achieved a minimum of 120 credits at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

For the award of Master of Arts (MA), you must have achieved 180 credits, of which a minimum of 120 credits must be at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

Course Content

Strategies for Practice comprises a range of projects that begin with re-visiting the fundamentals of the subject discipline. Although such properties initially appear familiar you are encouraged to analyse and critically evaluate how and why they are manifested in your practice. These introductory projects provide the opportunity to develop skills and adjust to new ways of working. You will be challenged to articulate and question some of the basic assumptions that may underpin your practice. Assignments in Strategies for Practice make reference to theories from the cognitive humanities delivered at the macro and meso levels of the Postgraduate Network Model.

The theoretical framework introduced in Strategies for Practice, illustrates how theory can be applied to design and innovation practice, students can choose to continue to

use this framework in Master's 1 and 2, or can develop their own theoretical framework related to their interests and world view.

As the *Strategies for Practice* unit progresses you will be enabled to survey promising areas of investigation in preparation for your *Master's Projects 1 & 2*. You will identify theories relevant to your emerging study focus and research methods appropriate to these concerns for generating new knowledge and understanding.

Taught sessions divide into three different kinds as described in the Postgraduate Network Model above. This unit is launched exclusively to students on the MA Design and Innovation course but work on this unit will be informed by sessions at the macro and meso levels as well as the micro level.

Course Leaders in the Graduate School will meet at the beginning of every year to plan combined sessions for the forthcoming year. This planning will take into account student numbers on each course.

Set within a community and culture of makers, you will engage in dialogue and debate with your peers. This experience provides dynamic and interactive sessions, which are vital to the enhancement of new thinking and ideas generation as well as offering a critical arena for discussion and progression of your work.

The *Contextual Journal* is an illustrated, written submission that documents practice through evidencing a wide range of attributes including: academic engagement, reflective critical evaluation (of your own practice), critical analysis (through practice and literature reviews), processual thinking, technical and specialist skills, and professionalism.

The Contextual Journal highlights insights in three important areas:

- The **context** that informed your practice: the relevant: theories, subjects, issues, political perspectives, designers, artists, images, literature and so forth.
- The **research** that is 'on', 'for', or 'in' your practice this includes: research on the ways you practice/the outcomes of your practice; your own research undertaken to enable your practice; and research that is embedded in the practice.
- The developmental aspect of the project: both in terms of your own personal development as a creative practitioner, and the processual development of an emerging body of work.

The *Contextual Journal* provides a space for you to map your evaluation and application of design and research methods. Projects might potentially use one or more research methods selected from a wealth of methods that have emerged in design literature. These methods provide ways of obtaining data, of analysing it and of testing your conclusions. Methodology involves the study of methods, and you will begin to identify the assumptions that underlie different methods and to develop the skills necessary to coordinate them and to synchronise them with your theoretical framework.

Master's Projects 1 and 2 involve periods of independent study that determine your major body of practical work. They build upon, and contrast with, the predominantly taught mode of delivery in Strategies for Practice and sustain and fuse the understanding and application of research methods, completion of project plans and presentations to students and staff. Here the premise of your overall MA outcome is set. From now on your aim will either be to focus or broaden your design practice.

Master's Project 1 - Exploration: Requires you to formalise your intentions in a Study Plan, and to interrogate contextual issues relevant to your study focus through your practice.

Master's Project 2 – Specialised Practice: Here you will carry through your plan of action identified in the Study Plan and establish ways of presenting and disseminating the outcomes of your project in ways that communicate to both specialist and non-specialist audiences.

Embedded in both Master's Project 1 & 2 are fundamentals of *Professional Development*. It is encouraged to approach this element through collaboration. This can be within your own course group or across disciplines, benefiting from the Graduate Schools Network model. The professional development assignment will span both Master's units and will based on project based work with clear business focus.

If you are already practicing as a designer creative business principles and practices are likely to be familiar and you are encouraged to analyse and critically evaluate how and why they are manifested in your practice. If you have progressed straight from undergraduate studies or you are less familiar with critical language and debates in the area of professional practice, this supporting business element will give you the opportunity to develop skills and adjust to new ways of working. You will be challenged to articulate and question your position as a practicing professional in the current economy, as well as plan ahead and explore your options as practicing [designer] once you have completed your MA.

This unit is closely linked to industry, global entrepreneurship and start-up events and is supported by AUB Innovation - https://aub.ac.uk/about-us/industry/. You may be working in teams which might include practicing professionals as well as undergraduate students from relevant courses.

Intellectual Property Rights for the Creative Industries

Intellectual Property Rights for the Creative Industries is a much-discussed topic when considering the social and economic impact such rights may on the success of new creative businesses and enterprise initiatives.

Intellectual Property Rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time.

Intellectual Property Rights [IPR] for the Creative Industries can be complex; the changing technology landscape has clearly impacted on previous business models and IPR strategies.

It is recognized that any IPR for the Creative Industries needs to strike a balance between the protection of innovation and the interests of society as a whole.

New Creatives entering industry need a keen awareness of the new synergies emerging between direct income generating opportunities and the wider more diversified business strategies that include: value, brand, shareholder value etc.

The creation of value through providing services is now at the heart of many new business plans, the key challenge being how to translate free services/value/brand into income generation and financially viable business models.

Course Units

| Unit Code F/T P/T | | Unit Title Cre | Credit Weighting | | |
|----------------------|--------|---|------------------|--|--|
| DEF755 | DEP755 | Strategies for Practice | 60 | | |
| DEF756 | DEP756 | Master's Project 1 - Exploration | 60 | | |
| DEF757 | DEP757 | Master's Project 2 - Specialised Practi | ice 60 | | |

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included.

| Lev | el 7 Full-time | | | | | |
|-----------|--|------------|--|------------|--|------------|
| | Trimester One (weeks 1-15) | | Trimester Two (weeks 16-30) | | Trimester Three (weeks 31-45) | |
| Induction | DEF755 Strategies for Practice (weeks 1-15) (60 credits) | Assessment | DEF756 Master's Project 1 (weeks 16-30) (60 credits) | Assessment | DEF757 Master's Project 2 (weeks 31-45) (60 credits) | Assessment |

| Lev | Level 7 Part-time | | | | | | |
|-----------|---|--|---|------------|---|------------|--|
| | Trimester One (weeks 1-30) | | Trimester Two (weeks 31-60) | | Trimester Three (weeks 61-90) | | |
| Induction | DEP755 Strategies for Practice (60 credits) | | DEP756 Master's Project 1 (60 credits) | Assessment | DEP757 Master's Project 2 (60 credits) | Assessment | |

Reference Material

These titles are indicative and updated lists will be provided during the delivery of the course.

Creative Research

Crouch, C. & Pearce, J. (2012) *Doing research in design,* Berg, London. Kumar, V. (2012) *101 design methods; a structured approach for driving innovation in your organization,* Wiley, Hoboken, N.J.

Noble, I. & Bestley, R. (2016) *Visual research: an introduction to research methods in graphic design,* Third edn, Fairchild Books, London.

Martin, B. & Hanington, B.M. (2012) *Universal methods of design: 100 ways to research complex problems, develop innovative ideas, and design effective solutions,* Rockport Publishers, Beverly, MA.

Milton, A. & Rodgers, P. (2013) Research methods for product design, Laurence King, London.

Muratovski, G. (2016) Research for Designers, Sage Publications Ltd, 1st edn Rose, G. (2016) Visual methodologies: an introduction to researching with visual materials, 4th edn, SAGE, Los Angeles.

Schoor, R.v.d., Zijlstra, J., Daalhuizen, J., Boeijen, A.v. & Technische Hogeschool Delft. (2014) *Delft design guide: design methods*, Revis 2nd edn, BIS, Amsterdam.

Design

Boradkar, P. (2010) *Designing things: a critical introduction to the culture of objects,* English edn, Berg, New York.

Chapman, J. (2015) *Emotionally durable design: objects, experiences and empathy,* Second edn, Routledge, London.

Chapman, J. & Gant, N. (2007) Designers, visionaries and other stories: a collection of essays on sustainable design, Earthscan, London.

Chick, A. & Micklethwaite, P. (2011) Design for sustainable change: how design and designers can drive the sustainability agenda, AVA Academia, Lausanne.

Escobar, A. (2018) Designs for the Pluriverse: Radical Interdependence, Autonomy, and the Making of Worlds (New Ecologies for the Twenty-First Century), Duke University Press Books, Durham

Hara, Kenya (2008) *Designing design.* 2nd ed., Baden: Lars Muller Publishers, London

Jongerius, H., Verweij, L., Manse, S., Rawsthorn, A. (2016) *I don't have a favourite colour: creating the Vitra Colour & Material Library*, Gestalten, Berlin.

Kapsali, V. (2016) Biomimetics for designers: applying nature's processes and materials in the real world, Thames & Hudson, London.

Kolko, J. (2014) Well-Designed: How to Use Empathy to Create Products People Love, Harvard Business Review Press, Boston

Malpass, M. (2017) *Critical design in context: history, theory and practices*, Bloomsbury, London.

Manzini, E. (2015) *Design, When Everybody Designs: An Introduction to Design for Social Innovation*, MIT Press, Cambridge. Available from: ProQuest Ebook Central. [23 November 2018].

Milton, A, & Rodgers, P. (2011) *Product Design*, Laurence King Publishing, London. Available from: ProQuest Ebook Central. [23 November 2018].

Myers, W. (2018) *Bio design: nature, science, creativity,* Revis and expand edn, Thames & Hudson, London.

Norman, D.A. (2004) *Emotional design - why we love (or hate) everyday things,* Basic Books, New York.

Papanek, V. (1985) Design for the real world - human ecology and social change, 2nd. edn, Thames & Hudson, London.

Parsons, G. (2016) *The philosophy of design,* Polity, Cambridge.

Rawsthorn, A. (2018) *Design as an attitude,* JRP/Ringier, Zurich.

Sellers, L. (2018) Women Design: Women Design: Pioneers in architecture, industrial, graphic and digital design from the twentieth century to the present day, Frances Lincoln, London.

Solanki, S., (2018) Why Materials Matter; Responsible Design for a Better World, Prestel, London

Vinielli, M. (2015) The Vinielli Canon, Lars Muller Publishers

Design thinking

Cross, N. & Board of International Research in Design (2007) *Designerly ways of knowing*, Birkh user, Basel.

Cross, N. (2011) *Design thinking: understanding how designers think and work,* Berg, Oxford.

Brown, T. & Katz, B. (2009) Change by design: how design thinking transforms organizations and inspires innovation. Harper Collins, New York.

Innovation

Dunne, A., Raby, F. & Books24x7, I. (2013) *Speculative everything: design, fiction, and social dreaming, MIT Press, Cambridge, MA.*

Kelly, T. & Littman, J. (2004) *The art of innovation - lessons in creativity from ideo, America's leading design firm,* Profile Business, London.

Kelley, T. (2008) The ten faces of innovation: IDEO's strategies for beating the devil's advocate & driving creativity throughout your organization, Profile Books, London. Kelley, T. & Kelley, D. (2013) Creative confidence: unleashing the creative potential within us all, William Collins, London.

Long, K., Pestana, M., Hyde, R. & Victoria and Albert Museum (2018) *The future starts here*, V&A, London.

Methods and tools

Bill & Melinda Gates Foundation & IDEO (Firm) (2011) *Human centered design toolkit*, 2nd edn, IDEO.

IDEO (Firm) (2002) Ideo method cards, Ideo, San Francisco.

Academic writing

Bailey, S. (2014) Academic Writing. 4th edn. Abingdon: Routledge.

Creme, P. and Lea, M. R. (2008) *Writing at university: a guide for students*. 3rd edn. Maidenhead: Open University Press.

Greetham, B. (2013) How to write better essays. Basingstoke: Palgrave Macmillan

McMillan, K. (2011) *How to write essays and assignments*. 2nd edn. Pearson Prentice Hall.

Peck, J. and Coyle, M. (2012) *The student's guide to writing: spelling, punctuation and grammar.* Basingstoke: Palgrave Macmillan.

Silvia, P. J. (2007) *How to write a lot: a practical guide to productive academic writing*. Washington DC: American Psychological Association.

Sowton, C. (2012) *50 steps to improving your academic writing: study book.* Reading: Garnet Education.

Sword, H. (2012) Stylish academic writing. Harvard: Harvard University Press.

Turley, R. M. (2000) Writing essays: a guide for students in English and the humanities. London: Routledge/Falmer.

Dissertation

Murray, R. (2011) *How to write a thesis*. 3rd edn. Buckingham: Open University Press.

Rudestam, K. E. and Newton, R. R. (2015) *Surviving your dissertation: a comprehensive guide to content and process*. 4th edn. Thousand Oaks, CA: Sage.

Critical thinking and reflection

Brink-Budgen, R. Van Den (2011) Critical thinking for Students. How To Books Ltd.

Castley, A. (2005) Learning through Reflection – A guide for the reflective practitioner.

Fisher, A. (2011) *Critical thinking: An introduction*. Cambridge: Cambridge University Press.

McMillan, K. and Weyers, J. (2013) *How to improve your critical thinking and reflective skills*. Harlow: Pearson.

Schostak, J. F. and Schostak, J. (2013) Writing research critically: developing the power to make a difference. Abingdon: Routledge.

Williams, K. (2009) Getting critical. Basingstoke: Palgrave Macmillan.

Methodology and methods

Clough, P. and Nutbrown, C. (2012) A student's guide to methodology. London: Sage

Gray, C. and Malins, J. (2004) *Visualizing research: A guide to the research process in art and design*. Ashgate.

Hannula, M. et al. (2005) Artistic research: Theories, methods and practices. Academy of Fine Arts, Helsinki, Finland.

General Study Skills

Cottrell, S. (2013) *The study skills handbook*. 4th edn. Basingstoke: Palgrave Macmillan (Palgrave study skills).

Mann, S. (2011) *Study skills for art, design and media students*. Harlow: Longman/Pearson.

Journals

Design Issues
Design Studies
International Journal of Design
Materials and Design
The Design Journal
Journal of Design Research

Magazines

Icon
Design week
Blueprint
Wired
Wallpaper
Creative Review