



CCDN332

DESIGN+

Course outline Trimester 2, 2012

GENERAL

Core; Trimester Two; 20 points; 17 July – 19 October 2012

ASSESSMENT

100% internal by assignment

CLASSTIMES AND LOCATIONS

LECTURES AND SEMINARS:	Tuesday 1:00pm – 2:50pm	Room: VS204 (first two weeks in LT2)
STUDIO AND SEMINARS:	Thursday 2:40pm – 4:30pm	Room: WIG301

COORDINATOR

Coordinator

Dr Edgar Rodriguez

Room: VS239

Phone: 463-6245

Office Hours: by appointment

Email: edgar.rodriquez@vuw.ac.nz

For Tutor details please visit the course blog via: <http://schoolofdesign.ac.nz/>

COURSE SYNOPSIS

This course explores the connections and affinities between design and other fields of study. Through design experimentation, the integration, impact and influences between design and other disciplines will be investigated. Students will have the opportunity to experiment with and critique their parallel areas of study and develop their unique design strategies and methods of expression.

AIMS OF THE COURSE

The course aims to help students develop their own critical and creative approach for connecting design with other disciplines. It involves a combination of critical analysis of existing connections between design and other disciplines, a creative interpretation and exploration of potential connections and a synthesis that reflects the students' personal approach and connections between design and their field of study. Learning will be assessed through three internal assignments that include reviews of literature and current practice, critical and creative analyses of current connections and the synthesis of the students' personal approach through a creative output.

COURSE LEARNING OBJECTIVES

By the end of the course, students will have learned to:

1. Independently and critically evaluate practices from other disciplines from a design perspective
2. Cultivate a personal design approach by combining design knowledge with knowledge from a discipline outside design
3. Convincingly communicate new concepts that combine knowledge from design and other disciplines using a variety of visual media appropriate for the discipline with clarity and insight
4. Convincingly communicate new concepts that combine knowledge from design and other disciplines in writing with clarity and insight

COURSE CONTENT

CCDN332 Design+ is an opportunity for students to develop their own personal and unique approaches to design by creating new, unexpected and creative connections between design and other disciplines. The "other disciplines" in this course come from the minors that students are taking as part of their Culture + Context studies.

Design+ is a course that will experiment with new connections. It will expose students to the challenges of experimenting with scenario building from a critical and creative perspective.

The main topics of the course are:

1. Design+ Existing Connections

The course will present existing connections between design and Social Sciences, Business and Marketing, Media Studies, Psychology, Music and others.

2. Design+ Critical Analysis

The course will introduce specific tools and approaches that include literature search and writing, morphological analyses, scenario building techniques, creative and experimental design approaches, critical design analysis.

3. Design+ My Own Approach

The course will facilitate the synthesis of a personal approach by each student through a series of seminar and feedback sessions with a number of professionals.

COURSE DELIVERY

The course will involve a set of lectures that include guest lectures by professionals who have created connections between design and other disciplines, which include Social Sciences, Business and Marketing, Media Studies, Psychology, Music, among others.

The course will be heavily based on seminars delivered by students and that will be divided in three parts: analysis of existing connections between design and other disciplines, creative and critical construction of new connections, and synthesis of the students' own approach.

There will be a series of non-assessed labs throughout the course that will help students practice specific skills that will be assessed during the assignments.

There will also be a field trip to an organisation that reflects a successful and creative connection between design and other disciplines. The organisation will be defined through discussion with the class.

All Course materials, project descriptions, important dates, reference materials and required readings will be available on the course blog, located on the School of Design Teaching and Learning website, see:

<http://schoolofdesign.ac.nz>

ASSIGNMENTS/PROJECTS

Assignment 1. Design+ Existing Connections

Students will investigate what existing, state-of-the-art connections there are between design and their chosen discipline. The assignment will involve a literature review and an analysis of existing organisations in New Zealand and internationally. How is design offering a creative approach to the other discipline? How does design benefit from co-existing with the other discipline? What new approaches do the merges between disciplines bring about? What are the new exciting areas that are still developing? What academic or business implications do the connections create? Assignment 1 will include a short and concise essay (maximum 1000 words) and visual media appropriate to each project as discussed with the tutors (photo essay, video, 3D composition, performance, etc.)

Assignment 2. Design+ Critical Analysis

Students will analyse the existing connections they found in assignment 1 from a critical design approach. Students will brainstorm and construct scenarios through morphological analysis. They will experiment on the implications of creating such scenarios through a creative perspective. Students will build prototypes of their constructed scenarios and make them tangible, so that they can analyse them critically. Submission of assignment 2 includes a short report (maximum 750 words) and a 2-minute video that compares the scenarios students created.

Assignment 3. Design+ My Own Approach

Students will synthesise the main findings from their analysis of existing connections and critical construction of potential scenarios in order to define their own approach for connecting design with their disciplines. The personal approach defined in this assignment should involve a creative output that portrays the potential of joining disciplines together from practical and aesthetic perspectives. Submission of assignment 3 includes a design statement that can take several forms, but should include at least one element from each of the following categories:

Written Output

Students should submit at least one of the following: A press-release, business plan, grant application, exhibition proposal, Master's application, academic paper, etc.

Creative Output

Students should submit at least one of the following: A prototype of a design (object, space, graphic, etc), video, performance, installation, etc.

Final presentation

Students will present a final report and presentation of the findings of their project. The format will be described in detail in Assignment 3 brief.

What output students will submit for each of the written and creative outputs will be thoroughly discussed with staff during the course of the trimester.

ASSESSMENT REQUIREMENTS

Assignment	Weeks devoted to assignment	Due date	Weight	Course learning objective	Submission
1	3	7 August in R: drive by 12noon	25%	1, 2	1000 words plus creative media
2	4	11 September in R: drive by 12noon	35%	2, 3	750 words and 2-minute video
3	5	18 October in R: drive by 1pm	40%	2, 3, 4	Written and creative outputs, and final presentation

The School has a long tradition of providing *critical review* of student work as it progresses especially in design projects. This is part of feed-back for learning purposes. Such reviews must not be misunderstood as indicators of standards and they are different from *assessment*. Students have a responsibility to attend critical reviews at the appointed time as part of the learning process. Review panels are often composed of internal and external members for the appointed times and cannot be re-composed to consider late submissions. Consequently late work will not receive a critical review, though it will be assessed subject to any penalties as set out below.

- **Critical Review:** May take place during the development phases of a project as well as at the time of the final submission. Its purpose is to identify strengths and weaknesses in the work and to offer suggestions to generally encourage the student. An encouraging critical review does not necessarily mean a good assessment result.
- **Assessment:** May take place at a stage in a project or on final submission (or both). Its purpose is to assess the work in terms of the objectives stated in the handout and to express this as a grade. Moderation of all assessment in design is undertaken at the end of the Trimester after critical reviews, involving a wider group of staff than the immediate lecturers in the course. This process ensures fairness.

All grades posted during this course are only provisional results until confirmed by the School Examiners Committee which meets after the examination period.

PENALTIES

Students are required to personally present their work on time at all scheduled reviews and in the location and specified format as set out in project outlines. Except in emergency situations failure to personally present work at any scheduled graded review will result in an automatic failing grade of E for the work being reviewed, unless an extension has been approved in writing in advance by the Course Coordinator.

Late submissions will not be penalised in the event of illness or other extraordinary circumstances provided students have submitted a request for an extension and received approval in writing from the Course Coordinator (see the Student Administration Office for an Application for Extension form). The extension must be approved in advance of the scheduled review or hand-in except in situations where the nature of the illness or other circumstance prevents this. Work submitted late without the prior agreement of the Course Coordinator will be penalised by a failing grade of E. Furthermore, if work is not handed in within 5 working days of the review without the prior agreement of the Course Coordinator it will be recorded as a non submission.

Work submitted late **must** be submitted directly to the Course Coordinator. Any project work left on the project shelves or elsewhere will be entered on the grade sheet as a no-submission

ATTENDANCE AND PARTICIPATION

Attendance and participation is an important aspect of the learning process, and you are required to attend all lectures and tutorials.

If extraordinary circumstances arises that require you to be absent from some class sessions, you should discuss the situation with the Course Coordinator as soon as possible.

The design studio operates at three levels of instruction: the whole class, the tutorial group, and the individual. The studio thus involves both collective and individual participation from individuals in the group. Tutors will be in the studio at all scheduled times undertaking group and individual instruction and reviewing project work. Ongoing discussion will be critical to the development of your design work.

Therefore, for the studio to operate effectively, students are expected to arrive on time, to be present for the whole studio session, (unless there are reasons why they cannot) and to actively participate in group and one-to-one discussions with your tutor. It is also expected that students will bring to the studio sessions the appropriate equipment and supplies needed to work productively on the design projects and to complete this project work on time. The intensity and regularity of participation in the studio is unerringly reflected in the understanding and quality expressed in the resulting work.

Students are expected to maintain an acceptable level of cleanliness and tidiness in the studio as outlined in the Studio Culture Policy which is displayed in all studios.

COURSE EXPECTED WORKLOAD

You should be expect to spend of around 200 hours on this course, including both scheduled class time and independent study. Typically this involves around 14 hours per week during the twelve teaching weeks, with the balance during the mid trimester break and study week.

MATERIALS AND EQUIPMENT REQUIRED

Students will need to provide all materials and equipment as necessary for the completion of required work.

It is recommended that you have your own laptop although computer facilities are available at the School. If you are purchasing a laptop and would like information on the minimum requirements please contact the Student Administration Office. While digital cameras are available at the school, it is also recommended that students consider purchasing a simple digital camera (3.2mpxl minimum). Note: The Student Loan, administered by StudyLink, allows students to claim up to \$1000 for course related costs for each year of study.

RECORDING OF WORK AND PORTFOLIO

You are strongly encouraged to respect and care for your work, making and recording a visual summary of each project in this course. This may be in digital and/or hard copy. The principal purpose of this is to maintain a record of your work for incorporation into your own personal "Design Portfolio". Recording a summary of your work also means it is available if needed for you or the School to exhibit or publish.

SUBMISSION OF WORK

Each student is responsible for ensuring their work is submitted to their course tutor or Course Coordinator on time and in the required format.

Late submissions will be penalised as set out above, unless an extension is approved by the Course Coordinator.

EXTENSIONS

In the event of illness or other extraordinary circumstances that prevent you from submitting a piece of work on time, or that you feel adversely affect the quality of the work you submit, it is important that you discuss your circumstances with the Course Coordinator as soon as possible so that appropriate arrangements may be made. You should complete an Application for Extension form (available from the Faculty Office) for the Course Coordinator to approve. You will also need to provide suitable evidence of your illness or other circumstances. In an emergency, or if you are unable to contact the Course Coordinator, you should advise the Faculty Office of your situation. Work submitted late must be submitted to the Course Coordinator.

MANDATORY COURSE REQUIREMENTS

In order to pass the course you must also satisfy the following mandatory course requirements:

- Attend at least 80% of the sessions
- Discuss your project progress with your tutor or the Course Coordinator at least weekly
- Attend and present your project work at all scheduled critical reviews
- Achieve a grade of 'D' or higher in the final assignment 3

SCHEDULE OF SESSIONS (Assessments to be noted)

Week Month	Day	Date	Item	Location	Time	Comments Trimester 1 Begins
Week 29 July	M	16				
	TU	17	Lecture: Introduction to the course Design+ graduates McKercher and Hampton	LT2	10:30am-12:20pm	
	W	18				
	TH	19	Lecture: Design + Psychology. Dr Rodriguez Lecture: Design + Social Sciences. Dr Galloway	WIG301	2:40-4:30pm	
	F	20				
Week 30 July	M	23				
	TU	24	Lecture: Design + Business. Krisjanous, Thirkell. Lecture: Design + Museum curation. Wigmore or Sarah	LT2	10:30am-12:20pm	
	W	25				
	TH	26	Lecture: Design + Media Studies. Gurevitch.	WIG301	2:40-4:30pm	
	F	27	Withdrawal refund			<i>This is the last date than you can withdraw with a full refund</i>
Week 31 July	M	30				
	TU	31	Crit review	VS204	1:00-2:50pm	
	W	1				
	TH	2	Studio	WIG301	2:40-4:30pm	
	F	3				
Week 32 August	M	6				
	TU	7	Assignment 1 due (25%)	VS204	1:00-2:50pm	Assessment. Due in R: drive by 12noon
	W	8				
	TH	9	Workshop: Morphological Analysis Students' seminars	WIG301	2:40-4:30pm	
	F	10				
Week 33 August	M	13				
	TU	14	Workshop: Design thinking? Students' seminars	VS204	1:00-2:50pm	
	W	15				
	TH	16	Workshop: Critical design	WIG301	2:40-4:30pm	
	F	17				
Week 34 August	M	20				
	TU	21	Scenario building workshop	VS204	1:00-2:50pm	
	W	22				
	TH	23	Students' seminars	WIG301	2:40-4:30pm	
	F	24				
Week 35 August	M	27				Mid Trimester Break
	TU	28				
	W	29				
	TH	30				
	F	31				
Week 36 September	M	3				
	TU	4				

	W	5				
	TH	6				
	F	7				Trimester 2 continues
Week 37 September	M	10				
	TU	11	Assignment 2 due (35%)	VS204	1:00-2:50pm	Assessment. Due in R: drive by 12noon
	W	12				
	TH	13	Introduction to assignment 3	WIG301	2:40-4:30pm	
Week 38 September	F	14				
	M	17				
	TU	18	Lecture: Scenario visualisation	VS204	1:00-2:50pm	
	W	19				
	TH	20	Studio Students' seminars	WIG301	2:40-4:30pm	
Week 39 September	F	21				
	M	24				
	TU	25	Lecture: The design workplace	VS204	1:00-2:50pm	
	W	26				
Week 40 October	TH	27	Studio Students' seminars	WIG301	2:40-4:30pm	
	F	28				
	M	1				
	TU	2	Students' seminars	VS204	1:00-2:50pm	
Week 41 October	W	3				
	TH	4	Crit review	WIG301	2:40-4:30pm	
	F	5				
	M	8				
	TU	9	Lecture: Postgraduate studies Students seminars	VS204	1:00-2:50pm	
Week 42 October	W	10				
	TH	11	Studio	WIG301	2:40-4:30pm	
	F	12				
	M	15				
Week 43 October	TU	16	Students Seminars	VS204	1:00-2:50pm	
	W	17				
	TH	18	Assignment 3 due (40%), presentations and exhibition	WIG301	2:40-4:30pm	Assessment. Due in R: drive by 1pm
	F	19				
Week 44 June November	M	22				Labour Day - Holiday
	TU	23				Study Period
	W	24				
	TH	25				
	F	26				
Week 45 November	M	29				Examination Period
	TU	30				
	W	31				
	TH	1				
	F	2				
Week 46 November	M	5				
	TU	6				
	W	7				
	TH	8				
Week 46 November	F	9				
	M	12				
	TU	13				
	W	14				
	TH	15				
	F	16				Examination Period ends

COMMUNICATION OF ADDITIONAL INFORMATION

Any changes or additions to this Course Outline will be discussed and agreed with the class, and conveyed via email or through the course blog on the School of Design Teaching and Learning website <http://schoolofdesign.ac.nz>.

CLASS REPRESENTATIVES

The Faculty of Architecture and Design operates a system of Class Representatives in 100-level courses, and Year Representatives in each of the professional disciplines. Student Representatives are elected during a class session in the first week of teaching. All Student Representatives will be listed on the STUDiO notice board in the Atrium, and the relevant Representatives are also listed on studio notice boards. Student Representatives have a role in liaising between staff and students to represent the interests of students to the academic staff, and also in providing students with a communication channel to STUDiO and the Student Representation organiser.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity means that University staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

USE OF TURNITIN

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an online plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted material on behalf of the University for detection of future plagiarism, but access to the full text of submissions is not made available to any other party.

GENERAL UNIVERSITY POLICIES & STATUTES – WHERE TO FIND MORE DETAILED INFORMATION

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the *Victoria University Calendar* or the University's policy website <http://www.victoria.ac.nz/home/about/policy>

Student and staff conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Student Interest and Disputes Resolution Advisor or refer to the statute on the Victoria policy website at: <http://www.victoria.ac.nz/home/about/policy>

The Policy on Staff Conduct can also be found at: <http://www.victoria.ac.nz/home/about/policy>

Academic grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; The Student Interest and Dispute Resolution Adviser is available to assist in this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievance Policy which is published on the Victoria website at: <http://www.victoria.ac.nz/home/about/policy>

There is also a leaflet explaining the grievance process available from the Academic Office website at: http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx#grievances

Students with Impairments

Refer to the [*Meeting the Needs of Students with Impairments Policy*](#), available on the University's policy website <http://www.victoria.ac.nz/home/about/policy>

The University has a policy of reasonable accommodation of the needs of students with impairments. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the course coordinator as early in the course as possible. Alternatively, you may wish to approach a Student Adviser from Disability Services to discuss your individual needs and the available options and support on a confidential basis. Disability Services are located on Level 1, Robert Stout Building: telephone 463-6070 email: disability@vuw.ac.nz

Information regarding support is available from the Faculty Office reception desk.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. There are a number of support services available to help you directly if your academic progress is causing concern or if there are elements in your life that are affecting your ability to study. These include:

- Your course coordinator or programme director;
- Staff in your Faculty Student Administration Office Student Dedicated learning support through Student Learning Support Service; Kaiwawao Māori; Maanaki Pihiphipinga; Disability Support Services and Victoria International;
- Wider holistic support through the Health Service; Counselling Service; Financial Support and Advice; Accommodation Service and Career Development and Employment. Find out more at www.victoria.ac.nz/st_services/ or email student-services@vuw.ac.nz;
- VUWSA employs a Student Advocate who deals with academic problems and provides support, advice and advocacy services, as well as training and supporting class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building. Email education@vuwsa.org.nz or tel. 463-6716 or 463-6984.

TE ARO CAMPUS BUILDING RULES AND FACILITIES

Students on the Te Aro Campus are required to comply with the Faculty Guidelines relating to the safe use, access and care of the Architecture and Design technical resources and building facilities. These are available on the School website, and in the following documents available from the student R drive:

<R:\Student Health and Safety Information>

FAD Health & Safety Handbook – <http://www.victoria.ac.nz/fad/facilities/3d-model-workshops.aspx>

- Workshop and campus safety
- Safety training and safety precautions for the workshops
- FAD hazard Register
- Te Aro Campus floor plans

FAD Technical Services and Facilities Handbook – issued to all staff and available to all students on the student R drive, covering various local practices, including information on:

- Information for new staff and students
- Access and booking of teaching/studio spaces, and technical resources
- Studio etiquette and rules pertaining to exhibitions, critiques and storage of models/drawings
- Housekeeping/cleaning within the studios and workshops
- Information on Te Aro IT systems and support
- Te Aro campus floor plans

General information on Faculty/School Technical Facilities including **technical staff** and their associated areas: <http://www.vuw.ac.nz/architecture/facilities/index.aspx>

WHERE TO GET HELP

Faculty of Architecture and Design Student Administration Office – Vivian Street – Level One

The Faculty's Student Administration Office is located on the first floor of the Vivian Street Wing. The first floor counter is the first point of contact for general enquiries and Faculty forms. Student Administration Advisors are available to discuss course status and give further advice and the Faculty qualifications. To check for opening hours call the Faculty Student Administration Office on (04) 463 6200.

HEALTH AND SAFETY

Students are reminded that they must comply with any health and safety instructions given by staff members in charge or work places and instructions and signs posted around the campus. All students should familiarise themselves with the *FAD Health and Safety Manual* and *Notices around the Workshops and Laboratories*. Students are advised to refer to the Student R drive for safety and other relevant information. <R:\Student Health and Safety Information>

WITHDRAWAL DATES

Information on withdrawals and refunds can be found at:

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

School of Design