



INDN 311

Digital Form

Course outline Trimester 1, 2013

GENERAL

Core; Trimester One; 20 points

ASSESSMENT

100% internal by assignment

CLASSTIMES AND LOCATIONS

LECTURES:	Tues	8:30am – 9:20am	Room: VS204
STUDIO:	Tues	9:30am – 11:20am	Room: Wig 301
	Wed	8:30am – 11:30am	Room: Wig 301

COORDINATOR

Coordinator

Name: Ross Stevens
Room: VS 2.32
Phone: 4636165
Office Hours: Tuesday 2-3pm
Email: ross.stevens@vuw.ac.nz

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

COURSE SYNOPSIS

This course explores the idea that designers need to develop a coherent visual vocabulary when they create objects. This requires a broad perspective on design trends and a detailed understanding of how form and surface combine to create a specific aesthetic statement.

AIMS OF THE COURSE

During this course you will be required to design a product that relates to a specified segment of the market for release within the next 12 months. This will require initial trend analysis to establish emerging form and material trajectories from both a technical and cultural perspective. Systematic design experimentation will be undertaken to evolve your design language that responds to and advances current design thinking.

COURSE LEARNING OBJECTIVES

At the conclusion of this paper you will have gained an understanding of the methods used to predict design trends and the techniques and approaches available to use this information to create market leading products.

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

Knowledge

- Demonstrate an understanding of market trends and related design opportunities.
- Demonstrate an understanding of the interrelationship between form and surface in the creation of a design aesthetic.

Discipline-Specific Knowledge and Professional Skills

- incorporate functioning electronic components and related interface elements (eg buttons, screens) into a design/prototype.
- Produce immaculate representational models and emotive images that allow a precise market response.

Research, Analysis & Problem-Solving Abilities

- Analyse and develop functional and compositional elements in detail
- Utilise digital technology to create and manipulate 3D form and exploit additive manufacturing systems.

Innovation, Imagination and Lateral Thinking

- Experiment with new surface finishes and forms that extend current knowledge

Critical Judgement and Accountability

- Select and justify a specific design direction.
- Critique design experiments to determine the most appropriate development path.

Communication

- Produce a clear and concise written explanation of the proposed design suitable for publication on international design blogs.

Drawing and Photography

- Produce publication quality photographs of the development process and final models.

Physical and Digital Modelling

- Quickly and convincingly communicate design ideas in physical and virtual models.

Students who pass this course will be able to:

- 1: Analyse existing trends and design products that advance current thinking.
- 2: Apply digital craft to create highly resolved prototypes that are appropriate for mass production.
- 3: Prepare publication material (images and text) suitable for international distribution via web based media.

COURSE CONTENT

This is a core Industrial design course. It aims to bring together the knowledge you have gain during the first two years of your study and apply it into a highly resolved and detailed major project. The project is based around a hand held electronic device (eg cellphone, camera).

A range of 3D printing technologies will be explored during this course. This will include initial sketch models (eg 'makerbot') that will allow diverse ideas to be quickly and cheaply tested. As the designs becomes more refined additional higher resolution 3D printing systems will be utilise. This could include the design schools 'Objet' printers or international agents such as 'Ponoko' and 'Shapeways'.

COURSE DELIVERY

INDN 311 is a studio-based course taught through lectures, seminars, demonstrations and studio tutorials. Attendance and participation in all scheduled sessions is expected.

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 work in INDN 311 will all be project-based. One major design project will be undertaken during the paper with specific stages that systematically build to create a highly resolved and detailed design project.

To provide a general overview, a brief description of the project follows:

Visual Vocabulary

The term 'Visual vocabulary' stems from the belief that products communicate through their form, surface finishes, sounds, lighting and balance with each of these elements offering design opportunities. In this project you will develop an understanding of how to communicate clearly and poetically through these qualities to create a consistent, deliberate and detailed design language. The product you design should be appropriate for a specific segment of the market for introduction in early 2014 (this time next year). This will require you to analyse the existing markets to isolate issues and opportunities which will form the basis of your design response. Dedicating the complete trimester to the project will allow you to create diverse yet highly resolve experiments. These experiments will include form language, surface/material and interface. This process will conclude with a product which will clearly exhibit (to potential employers specifically) your capabilities and personal style.

ASSESSMENT REQUIREMENTS

Assessment Criteria specific to the project will be listed in the Project Outline.

Overall Assessment Criteria for this course are:

- a. demonstration of an ability to effectively analyse existing design trends.
- b. evidence of the ability to advance current thinking and lead the market.
- c. evidence of the ability to explore, refine and resolve the aesthetic qualities of physical and digital models.
- d. demonstration of an ability to clearly communicate design ideas through physical/digital models, images and text.

INDN 311 is internally assessed by assignment work in the form of one main project and four graded submissions. Each is assessed and graded A+, A, A-, B+, B, B-, C+, C, D, E, (where C is a PASS). Grades only are issued to students. The final grade for the course is based on the aggregation of the percentage marks for each of the projects, and a final grade of C or better is required to pass the course.

Four stages contribute towards the final course grade as follows:

Submission 1	Wednesday 20 March	20%
Submission 2	Wednesday 17 April	20%
Submission 3	Wednesday 15 May	30%
Submission 4	Wednesday 19 June	30%

Total 100%

Your work will be reviewed on the basis of the degree to which it meets the assessment criteria. Although visitors may be involved in some of the reviews, the assessment of the course is carried out by the course coordinator in consultation with the tutors.

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 expect to spend of around 200 hours on this course, including both scheduled class time and independent study. Typically this involves around 12-14 hours per week during the twelve teaching weeks, with the balance during the mid trimester break, study week, and examination period.

http://www.victoria.ac.nz/home/about_victoria/avcademic/publications/assessment-handbook.pdf

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.

READING AND REFERENCE MATERIAL

Refer to project brief

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.

School of Design

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

None

SCHEDULE OF SESSIONS (Assessments to be noted)

Week Month	Day	Date	Item	Location	Time	Comments Trimester 1 Begins
Week 9 February	M	25				
	TU	26				
	W	27				Orientation Week
	TH	28				
	F	29				
Week 10 March	M	4				Trimester 1 begins
	TU	5	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	6	Studio	Wig 301	8.30-11.30	
	TH	7				
	F	8				
Week 11 March	M	11				
	TU	12	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	13	Studio	Wig 301	8.30-11.30	
	TH	14				
	F	15	Withdrawal refund			<i>This is the last date than you can withdraw with a full refund</i>
Week 12 March	M	18				
	TU	19	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	20	Studio	Wig 301	8.30-11.30	HAND IN 20%
	TH	21				
	F	22				
Week 13 March	M	25				
	TU	26	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	27	Studio	Wig 301	8.30-11.30	
	TH	28				Extended Easter Break begins
	F	29				Good Friday – holiday
Week 14 April	M	1				Easter Monday – holiday
	TU	2				Easter Tuesday – VUW holiday
	W	3				
	TH	4				
	F	5				
Week 15 April	M	8				
	TU	9	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	10	Studio	Wig 301	8.30-11.30	
	TH	11				
	F	12				
Week 16 April	M	15				
	TU	16	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	17	Studio	Wig 301	8.30-11.30	HAND IN 20%
	TH	18				
	F	19				
Week 17 April	M	22				Mid-trimester Break
	TU	23				
	W	24				
	TH	25				ANZAC Day - holiday
	F	26				
Week 18 April May	M	29				
	TU	30	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	1	Studio	Wig 301	8.30-11.30	

	TH	2				
	F	3				
Week 19 May	M	6				
	TU	7	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	8	Studio	Wig 301	8.30-11.30	
	TH	9				
	F	10				
Week 20 May	M	13				
	TU	14	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	15	Studio	Wig 301	8.30-11.30	HAND IN 30%
	TH	16				
	F	17	Withdrawals			<i>After this date the Associate Dean's approval is required for withdrawals from Trimester One courses.</i>
Week 21 May	M	20				
	TU	21	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	22	Studio	Wig 301	8.30-11.30	
	TH	23				
	F	24				
Week 22 May	M	27				
	TU	28	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	29	Studio	Wig 301	8.30-11.30	
	TH	30				
	F	31				
Week 23 June	M	3				Queen's Birthday - holiday
	TU	4	Lecture Studio	VS 204 WIG 301	8.30-9.20am 9.30-11.20	
	W	5	Studio	Wig 301	8.30-11.30	
	TH	6				
	F	7				
Week 24 June	M	10				Study/Examination Period
	TU	11				
	W	12				
	TH	13				
	F	14				
Week 25 June	M	17				
	TU	18				
	W	19				FINAL HAND IN 30%
	TH	20				
	F	21				
Week 26 June	M	24				
	TU	25				
	W	26				
	TH	27				
	F	28				
Week 27 July	M	1				
	TU	2				
	W	3				Examination Period ends
	TH	4				Mid-year break begins
	F	5				

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](http://www.victoria.ac.nz/home/about/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; Kaiwao Māori; Maanaki Pihiphinga; 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.victoria.ac.nz/fad/facilities>

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>