

Rationale for selecting the modules in De Montfort University

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The following modules have been selected from the Faculty of Art and Design and the Leicester Business School

Design Management and Innovation DMCM 1504 Process and Practice

Design Products DESP 1050 Visual Communication

Business CORP 1520 Business Communications and Creativity

The selected courses and modules allow the research to explore a wide range of practical and pedagogic issues that the provision of a inclusive curricula must address. The researchers intention is to facilitate a cross fertilisation of good practice between the different modes of delivery. It is hoped that this will enable the lecturers involved to benefit from the knowledge and practical experience of other fields of teaching within the university.

Art and Design

- **Design Management and Innovation DMCM 1504 process and practice Level 1 60 credit year long module.**

Description: this entry level module explores the foundational issues relevant to the application of design within the business context. The work develops visual verbal and written communication skills required to be a Design Manager embedded within a creative project.

Module aim:

This module forms an introduction to the subject of Design Management & Innovation and its application at level 1. Students will have the opportunity to develop innovative and creative solutions to the projects set and report on their findings. Concurrently you will also undertake computer aided visualisation and information technology workshops and visualisation workshops

As a manager of design we must have an understanding of, and a feel for, the issues surrounding a company's communication. Much of the role of the design manager in an industrial context will involve the management of communication. Through the exercises you will gain knowledge of the underlying theory of communication and its application in business. We must be able to discuss coherently with practitioners, managers and consultants involved in managing design outcomes. We will begin to develop this understanding. The module will look at how businesses communicate themselves, their products and services to its target audiences. A key tool to your effective communication is the successful use of computer aided visualisation and information technology, hard and software, you will undertake workshops and sessions designed to develop your skills in these areas.

The issues raised in the module will be explored through Group, Team and Individual design projects, where ideas will be translated into visual solutions.

The work will also allow you to apply the practice of managing design projects taught in your other level 1 design management modules.

Learning Outcomes

- Demonstrate a developing engagement with the design process;
- Communicate effectively through a range of computer aided visualisation and information technology and visualisation skills;
- Conceptualise, articulate and present creative solutions;
- Demonstrate developing skills in team working;
- Engage in project management tools and techniques.

Assessments

Formative assessments

Project portfolio

week 18 22

Presentation

week 24

Summative assessments

Computer aided visualisation and
information technology project

Individual

30% week 15

Portfolio

Individual

30% week 26

Project report and design

Team

40% week 34

- **Design Products DESP 1050 visual communication
Level 1 30 credit year long module**

Description: the module focus is on the development and exploration of the key visual skills required to be effective designers. The work explores 2D and 3D visual communication and develops the skills required to manipulate 2D and 3D space.

Module Aim: This module is undertaken in two sections. Section one provides an introduction to the means by which designers communicate, explore and develop their ideas and communicate these with other professionals on paper and gives consideration to

- Techniques for the effective presentation of visual images as used to communicate design thinking to a client.
- Techniques used to construct drawing of objects viewed in three dimensions.
- Freehand drawing as a means of initiating, exploring and developing design thinking.
- Techniques for the construction of drawings used to present concepts and ideas to clients.

The student will consider the appropriate selection of related images and layout options to maximise visual impact and effective communications. The

difference between literal and lateral thinking will be explored and related to design thinking.

Following this initial project the student will have an opportunity to develop their freehand drawing skills. The student will be provided with a series of demonstrations which will consider

- 3D and 2D perspective drawing and construction
- Techniques and media used to explore line, shade and the application of colour.

Following these demonstrations the student will have an opportunity to practice and develop their drawing skills in a series of workshop sessions guided by tutors.

The next project will consider presentation drawing techniques for the effective communication of ideas and information. Consideration will be given to

- The rationale behind the presentation and the order in which information needs to be presented.
- The development of a personal style.

In the second section of this module the student is able to practice and develop the skills introduced in section one by undertaking two projects that use these techniques to facilitate the exploration of the visual appearance of two simple products.

Although an emotional issue product aesthetic is one of vital importance to the commercial success of any new product and here you will have an opportunity to consider what makes one product more appealing than another and how designers effectively control a viewer's emotional response.

A series of lectures will introduce the student to

- The appeal of products to differing consumer groups, image and the perception of quality.
- The manipulation of shape and form, scale and proportion, colour, surface, pattern and texture to evoke a desired response from an observer.

The student will have an opportunity to undertake one simple exercise to create an object which will evoke a prescribed response from the viewer and one slightly more complex project which re-visits an existing product with the aim of manipulating the appearance of the product to achieve a response that will appeal to a different consumer group.

Finally the student is introduced to soft materials and simple techniques for the constructing of models which allow the transference of ideas from two to three dimensions and provide an alternative format upon which design judgement can be made.

Learning outcomes:

- 1 Select and present visual images to communicate information.

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- 2 Effectively communicate design ideas using freehand drawing methods.
- 3 Produce basic presentation drawings which communicate design outcomes.
- 4 Manipulate and determine a products appearance with the aim of evoking a chosen response from a viewer.
- 5 Use soft models to visualise, evaluate and refine design ideas in three dimensions.

Assessments

Formative

Project 1	week 6
Project 2	week 6
Project 3	week 20
Project 4	week 31

Summative

Project 1	30%	week 11
Project 2	20%	week 11
Project 3	50%	week 20

Leicester Business School

Business

- **Business CORP 1520 Business Communications and Creativity Level 1 30 credit year long module**

Description: an introductory module that explores the issues of business communications written, verbal and visual. The work in the module has an emphasis on embedding creativity into the business curriculum.

Module aim

'whether you are planning to be self employed or employed by others, good communication skills will be needed in order to be successful. Effective communication is an important life skill which we all need to continually develop, to help our work and personal lives improve. During this module you will be studying and experiencing different levels of verbal written and visual business and personal communication. Reflection will help you to formulate personal life. Creativity is the key force in the future of business competitiveness globally as reported in the Cox review 2005 so it is an important skill which once developed will help you to become more competitive in your job search and your future business' extract from module handbook

Learning outcomes: extracted from module handbook 2007/8

- Demonstrate by application, a range of written, oral and visual business communication skills
- Understand and demonstrate techniques for overcoming barriers to communication in individual and group situations
- Demonstrate through application the importance of organisational culture when participants design and communicate a career plan
- Understand the value of different types of communication and be able to choose appropriate communication methods.

Learning strategies taken from Module handbook

- Lectures to provide the theoretical aspects of learning
- Tutorials to provide more practical aspects of learning particularly with group work
- Background reading and research to provide a more personal learning platform

Assessments

Formative

Summative

Report	Individual	10%	week 6
Presentation	Group	25%	week 16/17
Crisis meeting & reflection	Group	25%	week 20/21
Career Plan	Individual	40%	week 29

Summary of teaching approaches

The three modules represent a cross section of the types and approaches to teaching found within the University. These include modules with 700+ level 1 students in business and at the other end of the scale a module with 30+ students in art and design.

The teaching practice within the business module is primarily a traditional lecture based approach followed by seminars and tutorials. The lecture is repeated up to seven times in a week to accommodate the number of students taking the course. The module is supported by hardcopy support material a comprehensive handbook with substantial use of Blackboard the Universities Virtual learning environment VLE. In contrast the Design Products module employs a traditional art and design teaching approach of studio work supported by key note lectures and practical workshops, tutorials and seminar activity. The teaching is supported by a comprehensive handbook, and a plethora of web based material on the VLE. The teaching approach adopted by Design Management sits somewhere between the two, with lecture, tutorial and workshop based teaching supported by a limited amount of studio work augmented through the use of VLE.

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The researches hope that reviewing this material will provide a breadth to the studies that will be useful in capturing best practice in different teaching contexts.