Unit Title	Industry Practice
FHEQ Level	Level 5
Unit Code	DPR18204
Credit Value	15 Credits
Unit Type	Subject

Learning Hours

Staff – Student Contact Hours		Independent Study Hours	
Classes	22.5	Independent Study	50
Supervised access to resources	15	Preparation for Assessment	37.5
		Unsupervised Access to Resources	25
Total			150

Unit Description

In this unit the student will focus on the required thinking and standard of professional practice expected from a product designer working in industry. Projects developed for this unit will challenge students to apply their skills and process understanding developed to date to a number of tasks which reflect the day to day activities facing a product designer. Ideally these projects should be live, or developed with the collaboration of commercial organisations and reflect the current and emerging ethical and commercial issues facing the industry, for example sustainability, closed loop manufacture, cradle to cradle, and or ethical and social change. (Advocate)

It is expected that students will move forward from this unit with a plan to address areas of weakness on the remaining projects in level 2 to ensure that they are fully equipped to succeed to the best of their ability in their final year. This period of reflection or 'taking stock' will be supported by Personal Tutorials. (Cultivate)

Internships, work experience placements form a key part of student learning. In this unit students prepare a Basic portfolio and CV of their best project work produce to date. working with a member of the Student Services team, students will apply and aim to secure an internship for the following summer period. (Integrate)

The Five Principles underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.

5.	Originate / creativity meets technology.

Unit Indicative Content

Continued development of skills
- Manufacturing processes appropriate to a range of volume outputs
- Basic understanding of commercial constraints in Design thinking
- Presentation and specification of design descriptions using industry standard tools (GA, Materials and Finishing, Scenarios, Contextual Renderings)
- Personal presentation, Personal development, becoming a professional (verbal presentations, company fit, pitching, blind presentations, competitions)
- Exploring the current and emerging issues in design, ethical, commercial and technological (such as Sustainability)
- Personal review of skills to support reflective independent learning

Unit Aims

- To gain an understanding of the expected benchmark of skills and quality of thinking required to be employed in the Design industry.
- Challenge students to use their skills to problem solve and effectively communicate design intent on a real commercial brief.
- Expose students to the current and emerging ethical and commercial issues facing the design industry (Sustainability and social change).
- Instil a spirit of robustness and confidence in students by exposing them to the experience of industry feedback.
- Understand the importance of critical self-reflection and how it can be used to improve the student's practice.

Unit Learning Outcomes

LO 1 Research/Inspiration

Demonstrate your capacity for information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Generate first concept ideas or strategic project themes drawing upon reference to acquired research materials

Related Principle: ORIGINATE

LO 5 Presentation /Storytelling For Influence

Evidence effective communication of projects, whether in visual, oral or written form.

Related Principle: ADVOCATE

LO 7 Employability

Evidence nurturing professional transferable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Project Briefing,
- Topic Lectures / Demonstrations,
- Project work,
- Group Tutorials,
- Individual and Group research work,
- Individual Presentations and critiques
- Self-directed independent study

Assessment methods and tasks

Brief description of assessment methods

Assessment tasks	Weighting (%) *(one grade or multi-grade unit)*
This unit is assessed holistically Portfolio of project work with supporting models and digital material, which could include: Pitch presentations, Evidence of readiness for industry such as CV and personal portfolio, Prototypes, Final models, Research reports, Images of development and final work, Blog, Presentation sheets.	100% of the unit

Indicative Assessment Criteria

Assessment criteria are the basis on which the judgment of the adequacy of the work is made. A more detailed assessment criteria will be specified in the brief.

- Demonstrate ability to research materials and techniques employed in design practice and product manufacture (LO1,4)
- Evidence of ability to generate a solution to a given commercial problem or challenge (LO2)
- Evidence of ability to respond to feedback given in a professional way (LO3,7)

- Evidence of ability to articulate ideas and appropriate design solutions effectively (LO5)
- Appropriateness choice of material and manufacturing techniques used in final design solution; also taking into account current commercial constraints (sustainable or ethical) (LO4)
- Evidence of appropriate self reflection of skills and actions required to reach career goals (LO 6)

Essential Reading list

1. Bramston, D, 2016, **Idea searching for design : how to research and develop design concepts,** Bloomsbury

2. Dent, A, 2014, **Product design,** Thames and Hudson

3. Klein, N, 2015, **This Changes Everything: Capitalism vs. the Climate,** Penguin

4. Lefteri, C, 2012, **Making it : manufacturing techniques for product design,** Laurence King

5. McDonough, W, 2009, **Cradle to cradle : remaking the way we make things,** Vintage Berger, L, 2012, **All work, no pay : finding an internship, building your resume, making connections, and gaining job experience,** Ten Speed, Publishers Group UK Chipchase, J, 2013, **Hidden in plain sight : how to create extraordinary products for tomorrow's customers,** Harper Collins

6. Newbery, P 2013, **Experience design : a framework for integrating brand, experience, and value,** Wiley

7. Reis, D, 2010, **Product design in the sustainable era**, Taschen

Journals:

Designweek

Dezeen

Wallpaper

Site resources:

Material ConneXion physical and digital database