Glasgow School of Art Course Specification
Course Title: Studio 1: Making, Modelling & Using

Please note that this course specification is correct on the date of publication but may be subject to amendment prior to the start of the 2023-24 Academic Year.

Course Code:	HECOS Code:	Academic Session:
UPRD101		2023-24

1. Course Title:
Studio 1: Making, Modelling & Using

2. Date of Approval:	3. Lead School:	4. Other Schools:
Academic Council 4 May 2022	School of Innovation and Technology	N/A

5. Credits:	6. SCQF Level:	7. Course Leader:
80	7	Irene Bell

8. Associated Programmes:
BDes/MEDes Product Design

9. When Taught:
This course will be delivered across semester 1 & 2 of Stage 1

10. Course Aims:

This course encourages you to develop an engagement with context and forms of use through the design of products, interactions, services and experiences. There is an emphasis upon 2D and 3D making, visualisation of ideas, an exploration of materials and form, and an introduction to concepts such as users, cultural context and social design.

The aims of the course are to:

- Introduce the importance of the design process as the core methodology underpinning the practice of product design.
- Establish a broad understanding of product design as a discipline that encompasses artefacts, interactions, services and experiences.
- Emphasise the role that design plays in our engagement with people and things.
- Introduce a people-focused research approach to design practice.
- Develop a range of visualisation methods capable of representing and communicating the function, interaction with and use of designed artefacts.
- Develop team-working skills alongside a capacity for autonomous, self-initiated progress.

- Introduce you the research methods of the social sciences, in particular the ethnographic approach within people-centred design projects.

11. Intended Learning Outcomes of Course:

Upon successful completion of this course, you should be able to:

- Demonstrate the application of the design process in response to a studio project / brief, as a means to structure your working practice.
- Engage with real world issues and contemporary design practice through primary and secondary research methods to identify relevant insights and design opportunities.
- Apply appropriate research methods to observe human behaviour and social contexts to inform your design process.
- Demonstrate divergent thinking through resourcefulness, ideation and experimentation in visualisation techniques (2D, 3D and 4D) to explore and test design concepts and outcomes.
- Communicate your process and articulate the value of your designed outcomes through the documentation of both your process and outcomes using a range of visual communication tools.

12. Indicative Content:

The course is project based and balances core design skills with subject specific skills. Workshops, and projects are designed to support you in gaining those skills and in developing a command of the critical language and working practices of Product Design.

Indicative content includes:
- Project-based learning
- Technical Workshop activities
- Observational and analytical drawing techniques,
- Introduction to structure and form (materials & modelling)
- Story-boarding and scenario building
- Introduction to Adobe Creative Suite
- Product semantics
- Social Science research methods
- Introduction to ethnography

13. Description of Summative Assessment Methods:

This course will be summatively assessed at the end of the course through a single portfolio submission. Your portfolio will consist of a range of projects that will demonstrate your learning against the intended learning outcomes and a grade will be generated that identifies your level of performance. Submissions are weighted as outlined and work will be assessed in line with the GSA Code of Assessment. In order to pass this course, you must achieve a grade of D3 or above.

Assessment Method	Description of Assessment Method	Weight %	Submission week (assignments)
Portfolio submission	Portfolio Review	100	Week 13 Semester 2

13.1 Please describe the Summative Assessment arrangements:

Your portfolio of work will be presented for assessment at the end of this course in an exhibition format. This will be presented both digitally and physically and will include all working materials, sketchbooks, models and PPJ's (Project Process Journals). You will be given written feedback and a summative grade that summarises your achievements against the intended learning outcomes.

14. Description of Formative Assessment Methods:

Formative assessment for this course will take place at a mid-year point in the academic year usually at the end of semester 1. You will submit a portfolio of project work which will be assessed against the intended learning outcomes covered at this stage in the course. Written feedback and an indicative grade/s will be given which will give an overview of your progress and provide guidance on future directions.

Formative feedback is ongoing and happens through dialogue with Course tutor(s) at tutorials (individual & group) and group seminar, at interim stages in a project and upon conclusion of each project. Feedback can be in verbal or written form through tutor notes and buddy notes provided by your peers.

Engagement with formative assessment is a mandatory requirement.

14.1 Please describe the Formative Assessment arrangements:

As well as a formative assessment of your work in progress, mid-way through the year, the conclusion of each project sees a project review occur which forms the basis for individual/group feedback from tutors.

Peer review and feedback will also be used during review and group tutorial points to provide additional formative feedback and to encourage the development of your critical skills.

15. Learning and Teaching Methods:

Formal Contact Hours	Notional Learning Hours
80	800

15.1 Description of Teaching and Learning Methods:

This course is delivered by a team of dedicated subject specialist tutors and is augmented with visiting tutors and external speakers.

The teaching and learning methods on this course include: Presentations, tutorials, technical and materials-based workshops, individual/group-feedback (formative, peer review and self-directed learning.

Students share responsibility for their learning and are expected to engage with scheduled learning and manage required independent learning hours.

Asynchronous teaching materials, timetables and curriculum information to support your learning are all available on Canvas.

16. Pre-requisites:

Not Applicable

17. Can this course be taken by Exchange/Study Abroad students?	No
18. Are all the students on the course taught wholly by distance learning?	No
19. Does this course represent a work placement or a year of study abroad?	No
20. Is this course collaborative with any other institutions?	No
20.1 If yes, then please enter the names of the other teaching institutions:	
N/A	

21. Additional Relevant Information:

N/A

22. Indicative Bibliography:

The key texts and reading central to your studies will be determined in large part by the course content, core and subject specific skills. Hence, the reading list will be co-designed by you, your peers and your tutors in response to the project themes.
You may find the following resources useful as a starting point. A thematic list will be made available to you at the start of each project.

Sketching User Experience: Getting the Design Right and Getting the Right Design by Bill Buxton (2007)

Shaping Stuff by Bruce Sterling (M.I.T. Press, 2005)

The Medium is the Message by Marshall McLuhan & Quentin Fiore (Random House, 1967)
Practices of Looking: an introduction to visual culture by Marita Sturken & Lisa Cartwright (Oxford Uni Press, 2001)

Becker & Geer, *Participant observation: the analysis of qualitative field data*, in Burgess RG. Field research: a sourcebook and field manual. (1982).

Berg, B., *Qualitative Research for the Social Sciences*, (2001)

Banks M. *Visual Methods in Social Research*, (2001)

http://en.wikipedia.org/wiki/The_semantic_turn

http://thevisualdictionary.net/

http://thevisualdictionary.net/pain/3432

Journals:
New Design
Octagon
The TCT Magazine
Wallpaper*
Wired (both magazine and website)