



**Level Six**  
**Academic Year** 2018/19  
**Module Number** XD6001  
**Module Name** Collaboration  
& Professional Assocs.01

**Year Final**  
**Semester** One  
**Credits** 20  
**Component/s** N/A  
**Component Value** 100 %

## Module Guide & Brief

# Collaboration & Professional Associations 01

## Introduction

This module gives you the opportunity to undertake a collaborative, live or competition briefs, allowing you to creatively engage with issues relating to the designer's widening role in society, culture and technology.

This module expects you to work co-operatively, collaboratively, or in a co-design situation to deliver a professional standard answer or solutions to often complex design problems.

This module values your ability to collaborate and work professionally as much as your ability to deliver a creative and well-crafted design solution.

The actual project brief/s will be detailed separately. These are often live projects agreed with actual clients or their design agencies, or prestigious student competition briefs such as the RSA Student Design Awards.

## Background

NE1 was established in 2009 as a private, independent, commercially run company. NE1 has a reputation for getting things done in the city, often on their own, for example the Newcastle Motor Show, but with larger projects they work with partners. As examples, the Central Station redevelopment and Newcastle City Marina were both delivered in this way.

They are currently working on a number of projects including the Bigg Market Regeneration Project, which is a £3.2 million project that includes £1.6 million from the Heritage Lottery Fund (HLF). The award will allow NE1 Ltd to deliver its plans to transform the historic Bigg Market area of Newcastle, restore its historic significance and ensure that it is making its rightful contribution to the city's economic fortunes now and into the future.

NE1 aims to 'Give the historic heart back to Newcastle' by improvements to heritage buildings in the Bigg Market and by changing the profile of people who go there, from a low yield, night-time clientele to a higher budget, day and night audience.

## Module Synopsis

*The module comprises a set of challenging projects allowing students to creatively engage with issues relating to the designer's widening role in society, culture and technology.*

*This module allows students the option of collaborating within multi-disciplinary groups, or small teams.*

## Aims

*This module aims to stimulate in the student an innovative response to a brief selected from a wide range of options which set out to provide creative solutions to many of the design challenges in contemporary life.*

*To develop students' understanding of design in a socially and environmentally responsible context.*

*To facilitate students' choice of project, and further develop their individual professional direction.*

## Learning Outcomes

- 1. Conduct comparative analysis of products and markets as a research tool to evaluate and propose potential solutions*
- 2. Demonstrate independent creative thinking and judgement in the pursuit of solutions to complex design problems and issues.*
- 3. Exercise reflective and critical self-analysis in the evaluation of personal and/or team progress.*
- 4. To effectively communicate and present creative and complex design solutions to professional standards*



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## The Brief

In the spirit of NE1's aim we would like you to conceive and propose design concepts that would support this initiative. Concepts should build on or celebrate the history or heritage of the Bigg Market. Propose a digitally enhanced experience that could be temporary or permanent.

Your work will take the form of a written proposal with supplementary digital presentations video and/or physical prototypes that could be displayed in an exhibition or as the basis for a funding bid....

## The Client

During this live project you will have contact with representatives from NE1 who will be able to give you feedback on the development of proposals. NE1's primary interest in this project is education, in the first instance growing your knowledge of the Bigg Market and creating a learning opportunity for you.

There is the possibility that your work may be exhibited for the benefit of others, and if the concepts are strong enough your proposal could be taken forward with additional funding to full-development...

## Work Requirements

1. A comprehensive Design Document that shows your project research and development, evidence of prototyping and evaluation, technical specifications and reflections/recommendations for how the project could be further developed.
2. A set of deliverables unique to the individual competition brief but must include a video prototype
3. A separate reflection on the collaboration, summarising your individual contribution and learning (500-750 words). This document should also include evidence of your ability to collaborate where possible e.g. screenshots of your contribution to forums, blog posts, feedback to others etc.

## Reference

Links:

<https://www.newcastle1ltd.com/what-we-do/city-environment/big-g-market>

<https://www.newcastle.gov.uk/news-story/ps16m-redevelop-big-g-market-secured-heritage-lottery-fund>

*Futurology and Business Design:*

Cohen, J., & Schmidt, E. (2013). *The New Digital Age: Reshaping the Future of People, Nations and Business*. Hachette UK.

Goodwin, K. (2011). *Designing for the digital age: How to create human-centered products and services*. Wiley.com.

Greenfield, J. (2013). *Finding the Future of Digital Book Publishing: Interviews With 19 Innovative Ebook Business Leaders*. Betterway Books.

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. Wiley.com.

*User Experience and App Design:*

Buxton, W. (2007). *Sketching user experiences: Getting the design right and the right design*. Amsterdam: Elsevier/Morgan Kaufmann.

Allen, J., & Chudley, J. (2012). *Smashing UX Design: Foundations for Designing Online User Experiences (Vol. 34)*. Wiley.com.

Watkinson, M. (2014). *The Ten Principles Behind Great Customer Experiences*. Pearson UK

Unger, R., & Chandler, C. (2012). *A Project Guide to UX Design*. New Riders.

*Service Design:*

Stickdorn, M. & Schneider, J. (2010) *This is service design thinking: basics, tools, cases* Amsterdam: BIS

Løvlie, L., Polaine, A., & Reason, B. (2013). *Service Design: From Insight to Implementation*. New York: Rosenfield Media, LLC.

*Design Research*

Inns, T. (Ed.). (2010). *Designing for the 21st century: interdisciplinary methods and findings (Vol. 2)*. Gower Publishing, Ltd..

Koskinen, I., Zimmerman, J., Binder, T., Redstrom, J., & Wensveen, S. (2011). *Design*



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### Indicative Timetable

The following timetable is based on the Design Council's Double Diamond Design Process.

#### *Week 1 – Discover*

Tues: Briefing  
Thurs: Understanding the briefs

#### *Week 2 – Discover*

Tues: Research for Interaction  
Thurs: Introduction to Ethnographic Research

#### *Week 3 – Discover*

Tues: Project Research  
Thurs: Project Research  
Sun: Submit Initial Research Presentation  
(online) 21.10.18

#### *Week 4 – Define*

Tues: Concept Generation Workshop  
Thurs: 1000 Ideas Workshop

#### *Week 5 – Define*

Tues: Concept Generation  
Thurs: Concept Generation

#### *Week 6 – Define*

Tues: Concept Proposal Workshop  
Thurs: Concept Proposal Development  
Sun: Submit Initial Concept Presentation  
(online) 11.11.18

#### *Week 7 – Develop*

ENHANCEMENT WEEK  
*no contact sessions*

#### *Week 8 – Develop*

Tues: Design Development  
Thurs: Design Development

#### *Week 9 – Develop*

Tues: Specifying Design Workshop  
Thurs: Design Development  
Sun: Submit Design Specification Presentation  
(online) 02.12.18

#### *Week 10 – Deliver*

Tues: Prototyping Workshop  
Thurs: Design Fiction Workshop

#### *Week 11 – Deliver*

Tues: Prototyping (Self-Directed)  
Thurs: Writing Workshop (TBC)

#### *Week 12 – Deliver*

Tues: Prototyping  
Thurs: Prototype Presentation

### Deadlines & Hand-ins

*Final Presentation & Hand-in 22.01.18*

### Assessment Breakdown

*Indicative breakdown:*

*Prototypes – 25%*  
*Presentation – 25%*  
*Design Document – 25%*  
*Contribution/Reflection on Collaboration – 25%*

### Assessment Feedback

*Formative assessment will be achieved through seminars, group crits, tutorials, and either individual or directed group-work.*

### Important Notes

Please note that no excuses will be accepted for lost work. Backup. Spelling will be taken into account so proof read all your work. The default submission is electronic so please follow all guidelines for format and file size requirements. Where work needs to be submitted physically, please use some kind of container such as a portfolio. Any pen-drives, prototypes, mock-ups etc. should be included in such a way, as they do not become separated from flat work. All elements should be labelled clearly.