Module specification

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Module code	ARD482
Module title	Social Design
Level	4
Credit value	20
Faculty	FAST
HECoS Code	100048 - Design
Cost Code	GDAC

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Animation	Core
BA (Hons) Comics	Core
BA (Hons) Graphic Design	Core
BA (Hons) Illustration	Core
DipHE Graphic Design and Multimedia	Core

Pre-requisites

N/A

Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support	0 hrs
Supervised learning e.g., practical classes, workshops	0hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	36 hrs
Placement / work-based learning	0 hrs
Guided independent study	164 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	16/05/2022
With effect from date	September 2022
Date and details of revision	04/11/2022 Addition of DipHE Graphic Design and Multimedia (CBVC)
Version number	2

Module aims

This module aims to further develop design skills with its collaborative and cross disciplinary, practice and shared experience. Through this practice, students would extend their understanding to broad definition of and its role in social innovation.

This module also aims:

- Consider both people and environment in developing a design project.
- Apply a participatory design approach (i.e., co-design and co-create).
- Focus on humanity while considering various aspects of human-centered design

Module Learning Outcomes - at the end of this module, students will be able to:

1	Identify social design challenges using multiple sources.
2	Document the design process based on social design research and practice.
3	Design a social design project output.
4	Reflect on the results of project output.

Assessment

Indicative Assessment Tasks:
This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Students will produce coursework responding to briefs and tasks set that demonstrate their ability to develop and exhibit their digital literacy in relation to design. Students will submit a PDF document that contains (but not limited to) the full design process, final project outcomes and reflections throughout. This will or could include:

- Mind Maps/Idea generation.
- Research – Primary and Secondary source.
- Mood Boards and Mood Boards conclusions.
- Thumbnail Sketches, Silhouettes, maquettes, etc.
- Refinement, problem solving, (testing, if required).
- Documentation of the project outcome.
- Conclusion/Reflection.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4	Coursework	100%

Derogations

None

Learning and Teaching Strategies

At Level 4, this module encourages collaborative, cross disciplinary practice, and shared experience. The module will include lectures and talks from key research staff, students, and external experts. Teaching will be in the form of tutorial groups, weekly meetings, and presentations. The module will be delivered with the following attributes:

- Didactic elements such as lectures and talks will be delivered to equip the student with the relevant theories early in the module.
- Practical work will encourage students to respond creatively in applying theories and skills.
- Technical demonstrations will enable students to acquire the technical skills needed to complete the assignments.
- Tutorial guidance, group critique and weekly meetings plus student seminars will underpin the student's skill development

In line with the **Active Learning Framework (ALF)** this module will utilise the VLE to compliment the learning experience. Content will be available for students to access both synchronously and asynchronously and include a blended approach to delivery**.** This may include first- and third-party tutorials and videos, supporting files, online activities and any additional content that support their learning.

Indicative Syllabus Outline

This module will be delivered over a twelve-week period with weekly taught sessions encouraging the student to work efficiently to deadlines.

The students will produce practical work that will involve research and participant observation. They will experience the stages of a participatory design approach: empathy, definition, ideation, prototyping, test.

Research and the entire process will be done according to the subject involved developing their flexibility and basic research skills.

The module will introduce, through practical work, the position of a designer in the world, how to act, how to perform and how to deal with the development of a design product according to the resources available, including the users as partners.

- Research and mind maps
- Idea generation and problem solving.
- Planning and design workflow.
- Development and refinement.
- Technical skill development.

- Constructing and testing work.
- Critical reflection and evaluation.
- Coursework presentation skills.

Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads

Cross, N. (2019), *Design Thinking: Understanding How Designers Think and Work.* London: Bloomsbury Visual Arts.

Other indicative reading

Manzini, E. (2015), *Design, When Everybody Designs: An Introduction to Design for Social Innovation.* Cambridge/Massachusetts/London: MIT Press.

Norman, D. (2013), *The Design of Everyday Things —Revised and Expanded Edition.* NY: MIT Press.

Employability skills – the Glyndŵr Graduate

Each module and programme are designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes
Engaged
Enterprising
Creative
Ethical

Key Attitudes
Empathy
Commitment
Curiosity
Resilience
Flexibility
Confidence
Attention
Humility

Practical Skillsets
Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication