

<b>Module code: MOD009488</b>	<b>Version: 1    Date Amended: 11/Aug/2023</b>
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<b>1. Module Title</b>
Studio Culture 3, Major Project

  

<b>2a. Module Leader</b>
Timothy Kobin

  

<b>2b. School</b>
Cambridge School of Art

  

<b>2c. Faculty</b>
Faculty of Arts, Humanities, Education and Social Sciences

  

<b>3a. Level</b>
6

  

<b>3b. Module Type</b>
Project or dissertation (fine graded)

  

<b>4a. Credits</b>
90

  

<b>4b. Study Hours</b>
900

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisite:	MOD007334	Studio Culture 1	Compulsory
Pre-requisite:	MOD007337	Studio Culture 2	Compulsory
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>	BA (Hons) Interior Design		

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
<p>Studio Culture 3, Major Project builds on the skills, processes and communication methods from previous Studio Culture modules to help you to prepare for your entry into industry.</p> <p>Design processes and outcomes generated in this module will have greater complexity and depth and are driven by larger cultural questions that you will be encouraged to explore. The outcomes of your projects will demonstrate your own confident visual language, focussed design studio research into human activities, site understanding, interior spatial use and materiality through project detailing. We will move site scale to a room scale then hand scale while consistently addressing individual design questions. Each of these scales form a project that, when combined, form an overall outcome for the module. Engaging visual communication that propels further design thinking is particularly important throughout the module as your audience should understand the questions you are addressing at all levels of your projects.</p> <p>You will be given an overarching proposition to research and respond to and from this you will generate a unique and often personal set of design questions which will culminate in the major project of your degree.</p> <p>The module follows industry practice with module projects broken into various research, process and communication phases. Each phase offers specific aspects and scales to help you to develop your own management of your workflow while helping you to develop as a professional creative practitioner.</p> <p>Your connections with industry and peers are supported through critique, industry critique, industry visitors, off site networking events and your participation in exhibitions. You will have opportunity to generate briefs for other designers for live projects to understand the briefing process more thoroughly in order to assist your own development.</p>

## 6b. Outline Content

- Generating an appropriate design brief and rationale supported by research
- Generating fully developed design outcomes through the study of, and engagement with human activities, narratives and site/s in historical and contemporary spaces
- Consideration and engagement with social questions and concerns located within individual and collaborative design projects
- Engaging with design research through various methodologies and applying these within the design process
- Employing the use of case studies and design precedents within both a historical and contemporary context
- Engagement with industry through self-promotion and 3D models of work
- Engagement with site-based studies using a range of mapping and visual communication
- Demonstrating engagement with sustainable materials and ecological responsibility
- Engaging with diverse modes of collaborative design thinking, presentation and communication

## 6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

## 6d. Specialist Learning Resources

- Design Studio with specialist equipment such as lightboxes, cutting mats and drawing boards. In-studio computers installed with CAD and related specialist software to enable students to draw in 2D and 3D and render.
- On campus ARU Library, Faculty 3D workshop, Printmaking Room and Futures Lab.

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Critically evaluate complex primary and secondary research material to both support and inform design enquiry and application.
2	Knowledge and Understanding	Demonstrate an advanced familiarity with design process within a reflective and collaborative context.
3	Knowledge and Understanding	Demonstrate an authoritative understanding of human activity and narrative in 3D spaces.
4	Knowledge and Understanding	Exhibit advanced familiarity with surrounding social, ethical and creative concerns.
5	Intellectual, practical, affective and transferrable skills	Demonstrate advanced familiarity with entry level industry requirements.
6	Knowledge and Understanding	Communicate research, design process and outcomes with an acute understanding of industry standards.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-6	hour per week for 24 weeks detailing advanced aspects of design research and application practices. This will include site visits, case studies and evaluative and theoretical reviews of both historical and contemporary industry related projects. Questions around ecological responsibility, human social conditions, health aspects, care and responsibility will form recurring themes within these lectures.
Other teacher managed learning	48	1-6	2 hours per week for 24 weeks run concurrently and theme-aligned with lectures. Design focussed sessions include: workshops, seminars, portfolio reviews, crits, demonstrations, inductions and tutorials. Guided self-assessment and peer assessment will be a key aspect of your own creative development operating at formal evaluative moments as well as ongoing discussion.
Student managed learning	828	1-6	Engaged developmental work supporting ongoing design research and practice in teaching studios, workshops and ARU library with guidance of tutors.
TOTAL:	900		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	50 (%)	Fine Grade	30 (%)
Trimester 1 project-based assessment					

Assessment components for Element 010				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Rationale and Ambition Brief	Canvas	10 (%)	All
010/2	Visual Communication Presentation	Scheduled Activity: Timetabled assessment task	15 (%)	
010/3	Artefact and Scale 3D Model	Canvas	25 (%)	
010/4	Methodology Book	In Person: Faculty office submission	25 (%)	
010/5	Self-Assessment	Canvas	15 (%)	
010/6	Professional Practices	Scheduled Activity: Timetabled assessment task	10 (%)	

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	50 (%)	Fine Grade	30 (%)
Trimester 2 project-based assessment					

Assessment components for Element 011				
Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
011/1	Revised Rationale and Ambition Brief	Canvas	10 (%)	All
011/2	Visual Communication Presentation	Scheduled Activity: Timetabled assessment task	15 (%)	
011/3	Scale 3D Model and Artefact	In Person: Faculty office submission	25 (%)	
011/4	Methodology Book	In Person: Faculty office submission	25 (%)	
011/5	Self-Assessment	Canvas	15 (%)	
011/6	Professional Practices	Canvas	10 (%)	

**In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7\*).**

**In addition, students are required to:**

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

**[\* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]**