Module Definition Form (MDF)

Module code: MOD010593	**Version:** 1 **Date Amended:** 21/Aug/2024

1. Module Title
Design Media

2a. Module Leader
Benjamin Mackay

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	**Module Code**	**Module Name**	**Condition**
Pre-requisite:	MOD007333	Design Context and Technology	Compulsory
Pre-requisite:	MOD007334	Studio Culture 1	Compulsory
Pre-requisite:	MOD007335	Visual Communication	Compulsory
Co-requisite:	MOD007337	Studio Culture 2	Compulsory
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Interior Design		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module you will develop your visual and technical literacy, expand your understanding of technical aspects of spatial design and build on established skills in visual communication. You will explore the application of conceptual and technical drawing, 3D modelling and fabrication, analogue and digital visualisation techniques, as well as layout and composition. You are encouraged to test how a wide range of media can be employed and combined to support design narratives in your work and gradually develop your own confident, visual language, integrating visual and verbal elements.

The learning in the module is task based and takes place in the dedicated Interior Design studio room, the computer lab and the 3D workshops. Through a series of design and making tasks, lectures, case studies and workshops, you will explore detailing and ergonomics for interior design, scale, proportion, materials and light.
At the end of the module you will be able to show different stages of your process of research andexperimentation along with volumetric tests, image construction and portfolio compilation. You will also have created diverse types of drawings, diagrams, models and visuals and will be able to demonstrate how these can be used to communicate with different audiences and in different academic and professional contexts.

6b. Outline Content

- Concept, development and finalisation of design proposals, through the use of human activity, social concern and spatial narratives
- Application of design research methodologies, primary and secondary
- Development of user-centred spatial design solutions
- Development of design detailing and specification
- Visual and verbal communication of design proposals, from conception to completion, showing coherence and narrative qualities
- Application and demonstration of collaborative tools, industry culture and reflective practices

6c. Key Texts/Literature

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

6d. Specialist Learning Resources
Interior Design Studio Room with specialist equipment such as lightboxes, cutting mats, drawing boards, computers and design library. CAD Studio with specialist software to enable students to draw in 2D and 3D and render. Supported 3D workshop with 3D printing and laser cutting, hand tools and machine tools for timber and metal.

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	Demonstrate a detailed understanding and application of design research tools in the context of 3D spatial narratives
2	Knowledge and Understanding	Demonstrate clear and professional communication throughout the design process and in outcomes
3	Knowledge and Understanding	Demonstrate refined detailing skills allowing for prototyping and construction
4	Intellectual, practical, affective and transferrable skills	Demonstrate a detailed ability to respond to the needs and requirements of users and clients

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	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	10	1-4	10 hours spread over 12 weeks
Other teacher managed learning	26	1-4	Presentations, seminars, workshops
Student managed learning	114	1-4	Session preparation, reading and research, assignments
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

Professional Portfolio (3,000 words equivalent).

Assessment components for Element 010

Component No.	Assessment Title	Submission Method	Weighting (%)	Components needed for Mark Calculation?
010/1	Fabrication (1,500 word equivalent)	In Person: Faculty office submission	50 (%)	All
010/2	Atmospherics (1,500 word equivalent)	In Person: Faculty office submission	50 (%)	

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]