

<b>Module Title:</b>	<b>Design Masterclass</b>
<b>Module Code:</b>	<b>IMDCGD306</b>
<b>Module Level:</b>	<b>6</b>
<b>Credits:</b>	<b>20</b>
<b>Pre-Requisites:</b>	<b>Minimum 220 credits of study</b>
<b>Co-Requisites:</b>	<b>None</b>
<b>Excluded Combination:</b>	<b>None</b>
<b>Hours:</b>	<b>200 Study hours Tutorials By Arrangement</b>
<b>Module Leader:</b>	<b>Rob Kurta</b>

### **Rationale**

This module will provide an opportunity for students to work on a design brief supplied by a commercial company or for an outside organization, competition etc. The module serves as an opportunity to apply the skills and knowledge gained so far on the degree to a commercial brief and to achieve innovative and sophisticated outcomes. The type of design brief may vary from year to year. For example, a brief requiring a game to be designed within very specific constraints (for example, limited colours or screen size) or an abstract brief requiring students to design a physical game or a brief to design an Alternate Reality Game.

### **Aims**

- To provide an opportunity to apply relevant skills to a specific design brief.
- To provide an opportunity for students to work within an iterative design process.
- To enable students to present their designs in a professional and engaging manner.

### **Learning Outcomes**

- Be able to evaluate the requirements of a commercial design brief.
- Be able to construct a relevant and innovative design based on the requirements of a design brief.
- Be able to revise designs based on feedback from multiple sources.
- Be able to present their work efficiently and professionally, in a manner which engages the audience.

### **PREVIOUS EXAMPLES OF BRIEFS.**

#### **Self Negotiated Projects**

Each year the nature and scope of the projects students agree to undertake changes. Every year we offer students the opportunity to undertake *self negotiated projects*.

Examples of self negotiated projects:-

A student contacted the developers of a game and offered to supply them with a comprehensive play test of the product. We agreed the components of the brief between the student and the company.

Internship Related Briefs. Examples here are of a student working for an interior design company completing their modeling test which they use as part of their process to select employees. Another student working for a mapping company was asked to undertake a project for the Council for the Preservation of Rural England. After negotiation with tutors this work was used as the Design Masterclass Assignment.

### **EXAMPLES OF STAFF LEAD BRIEFS**

**Example:-**

## **VIRTUAL CAMPUS TOUR**

### **STAGE 1 - RESEARCH**

To begin developing the virtual campus tour application, you first need to research the idea and decide how it should function.

#### **Understanding the technology**

Before diving in, there needs to be a fundamental understanding of 360-degree video/photos and virtual reality, how they function, and how they can be used within an application. The application will rely heavily on using 360-degree footage in VR, and knowing how it's made is crucial for understanding how to use it effectively within the application.

#### **Finding similar applications**

A good place to start is by looking at similar applications to the proposal, both online and in the app store. By doing this, you should be able to decide on a reasonable starting point and learn some techniques that other developers have implemented.

#### **Deciding the framework**

Once you have a good understanding of the technologies behind the application, you will need to decide on a framework to use. This could be Unity 3D, Unreal Engine, HTML5, or any piece of application development software. Ideally, the final application would eventually be embedded onto the University of Suffolk website, so this is something to keep in mind when deciding the framework.

#### **What you need help with**

Although this project is going to be managed and developed primarily by yourself, Orbital Media are always around to help. We can source the technology that you need (such as 360 cameras + footage, VR headsets), and help in other areas as well. There are multiple designers at Orbital Media who would be able to chip in and assist with creating polished art assets for the application. Although their time is limited, there are also developers who will be able to offer advice and assistance should you get stuck.

For the time being, you should have a think about what you will need help with, and which pieces of technology you will need for the project. Orbital Media will then see what we can do.

#### **Timescales and deadlines**

The hardest part of planning an application is trying to decide on timescales. You should think about how long each stage will take, and decide on deadlines for yourself. This will help to keep you on track, and provide the University and Orbital Media a good understanding of the project you're going to embark on.

### **STAGE 2 - Prototyping**

At this stage, you will need to develop the first prototype of the application. This is an unpolished, potentially grey box-style application will have the key functionality in place, but lacks any serious polish.

### **STAGE 3 - Polishing**

Once the initial application is created, you should then move onto the polishing stage. This is where Orbital Media may be able to offer some extra assistance on the project, but in general you want to start making the application look more professional.

### **STAGE 4 - Release**

The final stage will see the application being published to the University website / released on the app store. This stage doesn't necessarily have to happen during your dissertation time, and could take place outside of your degree time.

*You Are Here: The Making of Ipswich*

**Slice of the Pi**

**Contents**

1. Introduction
2. Background
3. Project Overview
4. Outcomes and Deliverables
5. Timeline

*You Are Here: The Making of Ipswich ~ Slice of the Pi*

**1. Introduction**

Colchester + Ipswich Museums (CIMS) is an innovative local authority museum partnership between Colchester Borough Council and Ipswich Borough Council and brings together six venues: Colchester Castle, Natural History Museum and Hollytrees Museum in Colchester and Ipswich Museum, Christchurch Mansion and Ipswich Art Gallery. We are a leading regional museum service with a significant track record of achievement and is the largest in both Suffolk and Essex and plays a high-profile role in the East of England.

Our mission is to inspire creativity and learning through the innovative use of venues and collections that appeal to and connect audiences locally, regionally and nationally. Our aim is for visitors to have an enjoyable, educational and memorable experience which makes them want to come again and encourage others to visit. We work hard to identify and attract new and diverse audiences, ensuring that we have something to offer everyone and that local people feel a sense of ownership and pride in their Museums.

We are offering an opportunity for an individual or small team of Computer Studies/Games Design students to apply their skills in a heritage context and to work with us to design and present a concept for a digital gallery interactive which helps interpret museum objects and the information we hold about them in creative and engaging ways.

**2. Background**

Our upcoming local history exhibition, *You Are Here: The Making of Ipswich* will invite visitors to think about how local people have helped make Ipswich the place it is today. We aim to encourage a sense of both pride and curiosity about the heritage of our town by displaying objects that are usually stored, and linking them to the locations in Ipswich to which their stories relate.

*You Are Here* will run from Saturday, 6<sup>th</sup> January until Sunday, 15<sup>th</sup> April 2018 in the Ipswich Art Gallery (next to the Museum).

The exhibition is targeted at family audiences and will display objects found in the town grouped by Post Code area. The final object list is still to be finalised but will include objects from our photography, archaeology, social history and fine and decorative arts collections.

We hope the exhibition will provoke conversations, spark memories, encourage creative responses and inspire our visitors to find out more about Ipswich. We will do this partly through the objects we display, but also through the way in which we interpret them (labels, interactives etc.). As part of *You Are Here* we are keen to explore how low-cost technologies, like the Raspberry Pi 3, can be used in galleries to help create more interactive experiences for visitors.

**3. Project Overview**

The aim of this project is to explore how the Raspberry Pi 3 can be used in *You Are Here* to explore new ways of engaging visitors by testing the use of Raspberry Pi3s within the exhibition. .

You are invited to work as individuals or groups to produce a concept idea that:

- Increase enjoyment of the collections
- Increase understanding of the heritage of Ipswich and its inhabitants
- Increase engagement with the objects and themes of the exhibition
- Increases the amount of time people spend in the exhibition
- Reduce the amount of text panels on the wall in the displays
- Encourage group learning and fun activities.
- Links to and encourages visitors to discover other local heritage sites (e.g. Christchurch Mansion).

You will work closely with the Collections & Learning and Exhibitions Teams at the museum on this project and will offer support in helping you develop your ideas. We are interested in good quality concepts rather than quantity – we would rather you developed one sound concept rather than five weaker ones.

#### 4. Outcomes and deliverables

1. Concept(s) that
  - Is based upon one or more of the bullet points above
  - Can be explained in three sentences to museum visitors
  - Functions on a Raspberry Pi 3
  - Is quick and simple to build within the timeline
2. A list of costs and suppliers for any peripheral technology needed to execute the concept.
3. A short presentation for your tutors and museum staff about your concept.

#### 5. Timeline

16/12/2017	Exhibition installation begins
06/01/2018	Exhibition opens to the public.

### Assessment Schedule

There is 1 assignment for this module:

Students will deliver either an individual / group presentation that addresses the brief that they have undertaken. Students will submit a portfolio of work which demonstrates an ongoing engagement with the task including evidence of research, documents and prototypes as defined within the brief. **Crucially the submission will show how the work has been iterated in relation to the feedback given.**

### Assessment Criteria

- Evidence of ability to assess the requirements of a design brief.
- Prioritisation of tasks which have been identified from a design brief.
- Formulation of an appropriately detailed document which details how the brief has been met
- Evidence of ability to apply user feedback into an iterative design strategy.
- Presentation of the artifact in an effective, professional and engaging manner.

**MODULE TITLE:** IMDCGD306 DESIGN MASTERCLASS

**ASSESSMENT:** 1 100%

**MODULE** Robert Kurta

**LEADER:**

**STUDENT ID:**

**DATE:**

Engagment With Brief : 40%			
<i>Criteria</i>	<i>Feedback</i>	<i>Mark</i>	<i>Total</i>
Evidence of ability to assess the overall requirements of a design brief.			10
Prioritisation of tasks which have been identified from a design brief.			10
Formulation of an appropriately detailed document set which allows for successful auditing of the project			20

Evidence of Iteration Based On Feedback :30%			
<i>Criteria</i>	<i>Feedback</i>	<i>Mark</i>	<i>Total</i>
Evidence of ongoing ability to apply user feedback into an iterative design strategy			30

Presentation of Final Product : 30%			
<i>Criteria</i>	<i>Feedback</i>	<i>Mark</i>	<i>Total</i>
Presentation of the final artifact(s) in an effective, professional and engaging manner.			30
	<b>Total</b>		<b>100</b>

<b>Final Mark</b>		<b>100</b>
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COMMENTS: