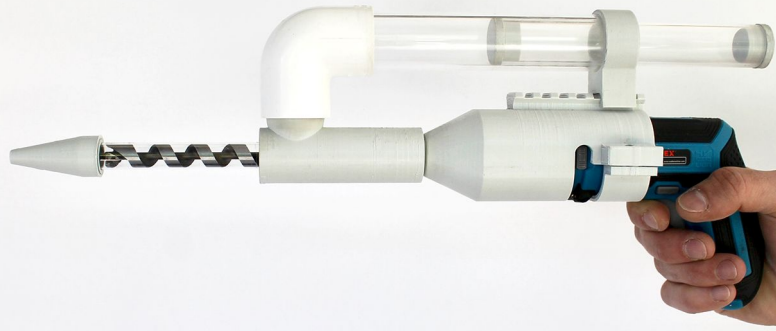
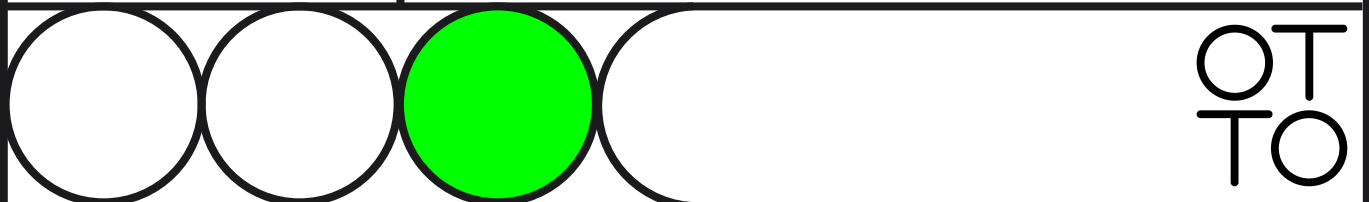


Distributed Design



STUDIO 2
BRIEF 04
DP607 &
DP502

In the **Distributed Design Studio** we are researching and developing alternatives to mass-production and the linear consumption models of Industrialisation. We focus on the movement of data, use of local material supply chains and digital fabrication as an alternative to the movement of materials and goods from production to consumer. This system can provide consumers more control over their products by allowing them a voice in the production process. We promote sustainable production and consumption with a focus on: product distribution, fabrication, the application of 'zero mile' in supply chains, open source distribution, and circular lifecycles of products.





Distributed
Design



DESIGN ANYTHING, MAKE ANYWHERE

Brexit and Covid-19 have revealed the weaknesses in the UK's reliance on just-in-time supply chains. Exports are down 68%, raw material costs have gone up and manufacturers are stockpiling parts and materials. There is a shortage of warehouse space and a global shortage of cardboard caused by increased use of online deliveries and poor home recycling. Problems of globalised manufacturing were highlighted during last year's PPE shortages; governments were slow to react and struggled to import much needed supplies. Covid has pooled wealth in the hands of the big online retailers, local shops are shutting down and customs delays threaten the shipments for small businesses. We are in a time of massive constraints yet as Charles Eames said the designers show a "willingness and enthusiasm for working within these constraints". In a year of lockdowns we have seen amazing creativity from the design world from the distributed networks of makers designing, printing and delivering masks to key workers in need to postable workshops for school children. While some businesses have failed new niches have appeared - and designers are filling them.

OT
TO



Distributed
Design

ANYTHING

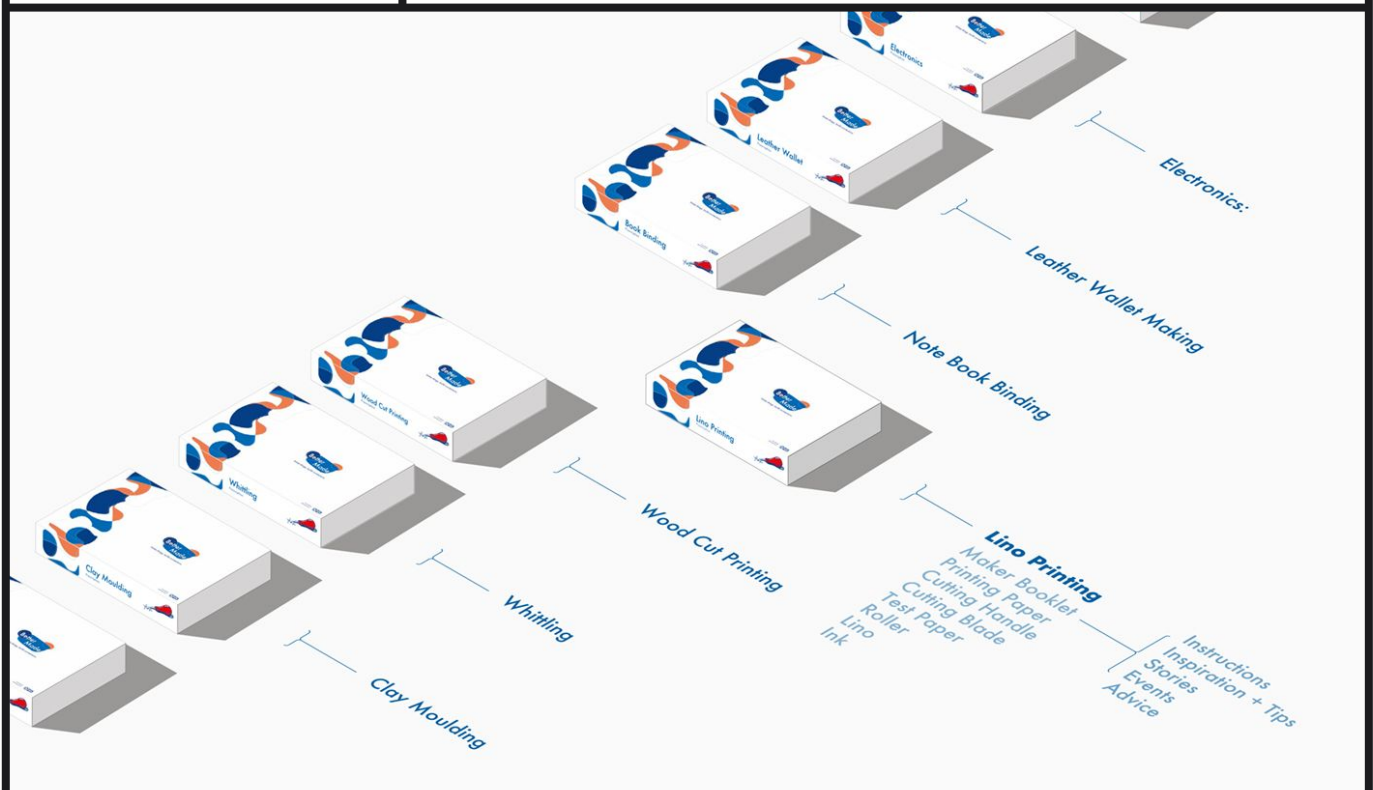
Access to the tools of manufacture & making has never been greater - there are fablabs in cities all around the world, desktop digital manufacturing is cheaper than ever and the pandemic has seen a boom in DIY and craft activities making it easier for anyone to make anything.

ANYWHERE

The internet connects makers around the world enabling people to share instructions and digital files. Products can now be manufactured locally and on demand. As waste begins to be valued as a resource, and renewable materials are developed local manufacture becomes a possibility.

ANYONE

Using a *Distributed Design* approach, you will create a proposition that can be made or implemented *anywhere* by *anyone*. The form it takes, the issues it addresses and its application are open to you. All propositions will need to be considered in an integrated and systematic way.



OT
TO



Distributed
Design

DELIVERABLES

This is a 3.5 month long **40 credit** project that culminates in a resolved product proposition. This proposition will be documented in 4 formats; a brochure (pdf or online), a film, a wikifactory portfolio and a Miro sketchbook.

BROCHURE

CONCEPT

PROPOSAL

TECHNIQUE

ANALYSIS

L01 INTEGRATE

PROPOSITION 70%

FILM

ISSUES

EXPERIMENTS

FEEDBACK

L02 RESOLVE

REALISATION

FUNCTION

MATERIAL

L03 REALISE

WIKIFACTORY

POSITION

APPLICATION

SPECIFICATION

L04 SPECIFY

DEVELOPMENT

ANALYSIS

COMMUNICATION

L05 PRESENT

PORTFOLIO 30%

MIRO

SKETCHBOOK

CLASSWORK

APPENDIX

OT
TO



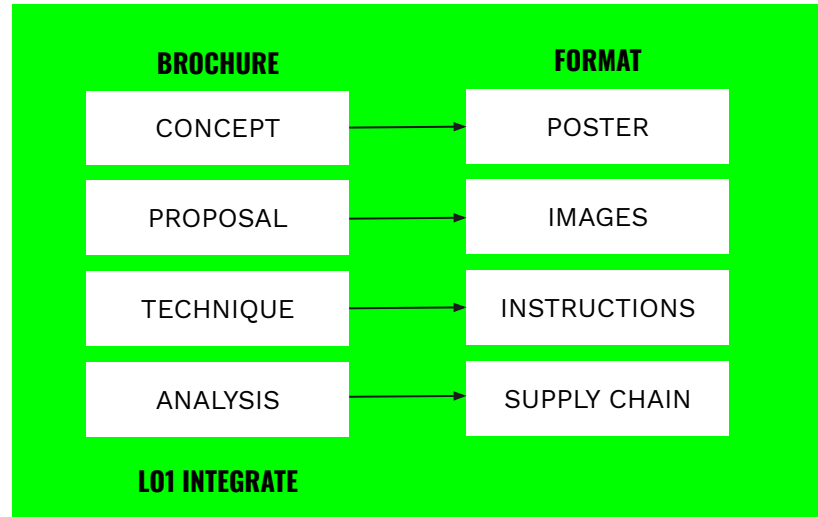
Distributed
Design

PROPOSITION 70%

BROCHURE

*Resolved product proposition(s) - (LO1, LO2, LO3)
Production of prototype design propositions employing
relevant media, processes and or material.*

Either a PDF or
Webpage embed on
Wikifactory. Your
brochure is a
professional
representation of your
project to the public
and its tone should be
public facing, not
academic. You need to
communicate the
finished product
clearly - think of it as a
Kickstarter page or
Pitch document.

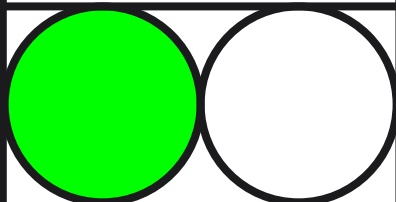


LO1 INTEGRATE

[level 6] Develop novel solutions that exploit the possibilities of new concepts within existing knowledge frameworks and approaches. [level 5] Develop design proposals through the analysis and integration of a range of information, comparing alternative methods and techniques.

MARKING GUIDELINES

*[Level 6] "A design **Proposal** that exploits the possibilities of new **Concepts** within existing approaches and analyses a range of material and compares alternative methods and techniques" [Level 5] "A design proposal that **Analyses** a range of materials and compares alternative methods and **Techniques** "*



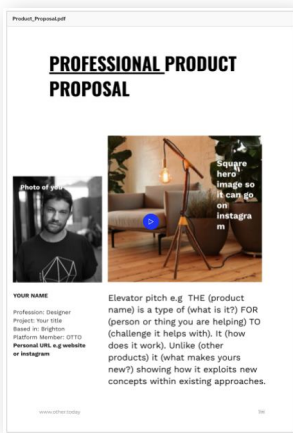
OT
TO



PROPOSITION 70%

BROCHURE

To clearly signpost the learning outcomes we recommend these sections:



- **Concept** - a cover page succinctly communicating WHO, WHAT, HOW & WHY. This can be as an elevator pitch, or 'how might we'. Include a title for your project, a picture of you, a personal URL A square cropped hero image. L6 must explain how this is a NEW concept.
- **Proposal**- A minimum of 6 images showing the design including: Studio shot (if appropriate)/ render of your finished product. Context/ in use shot, Close details.
- **Technique**- Show it can be made anywhere by anyone with illustrated 'ikea style' assembly instructions. Show how it can scale. If appropriate a 'FlatLay' layout of parts or materials library or tools.
- **Analysis**- An infographic showing why your product is 'good'. Demonstrate and explain material origins and product's end of life. Impact measures. Can be PPP, SDGS - choose what best communicates for you.

GUIDELINES



- Max 5mb use a pdf shrinker or reduce size in adobe.
- 200 word limit Use clear language and infographics
- 10 page max
- Quality: You will be judged on two things, the product itself: materials, desirability, display and it's presentation: photographs, fonts, branding, colours etc
- Websites: if submitting a website as brochure include a render of the site and a clear link to get to it. Such as:
<https://mediamodifier.com/mockup/macbook-laptop-front-view-mockup-generator/968>



Distributed
Design

PROPOSITION 70%

FILM

*Resolved product proposition(s) - (LO1, LO2, LO3)
Production of prototype design propositions
employing relevant media, processes and or material.*

FILM

FORMAT

ISSUES

VOICE OVER

EXPERIMENTS

FOOTAGE

FEEDBACK

INTERVIEW

LO2 RESOLVE

FILM

FORMAT

REALISATION

HERO FOOTAGE

FUNCTION

DEMO

MATERIAL

LIFECYCLE

LO3 REALISE

LO2 RESOLVE

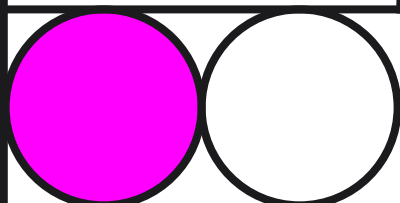
Address key technological or engineering **issues** specific to the successful **functionality**, manufacturing/production requirements of your design through practical **experimentation**.

LO3 REALISE

Demonstrate technical command and quality assurance in the **realisation** of resolved product proposals that utilise relevant processes, **material** and/or media."

MARKING GUIDELINES

Marking guide: "A design proposition which shows evidence of the use of **feedback** to address key technological and/or engineering issues through experimentation. That demonstrates technical command in the realisation of the proposal and has used relevant processes and/or materials.



OT
TO



Distributed
Design

PROPOSITION 70%

FILM

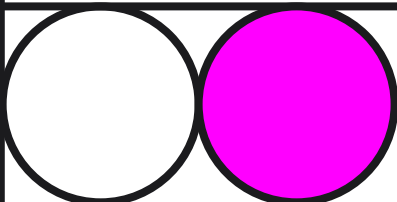
The film should clearly signpost these learning outcomes with these sections:



GUIDELINES

- **Issues** - Use text or voice to outline the problem space from a theoretical (engineering) and practical (technological) standpoint including insights and documentation of primary research.
- **Experimentation** - Show your probes, hacks and making. Videos of testing. Include failures and misdirections but reflect and address them. There should be multiple prototypes.
- **Feedback** - Select the most relevant excerpt from an Interviews with experts with MakeWorks style footage.
- **Material** - Justify relevant processes and/or materials in terms of Circular Economy and Distributed Design.
- **Function** - Show the technology working in context (or mock up/ stage if not possible)
- **Realisation** - Hero footage of your project that represents it in the best way.

- Max size 20mb/min Keep film size low, no more that 20mb/min. A 3 min video should be no higher than 60mb at 1080p.
- Upload to Youtube or Vimeo and embed on Wikifactory, write a short description under the embedded film (or you cannot save it)
- 3-6min You can make your film up to 6 min long but keep the editing snappy.
- Use licensed, original or free music, e.g: <https://www.youtube.com/audiolibrary/>
- Quality You will be judged on editing, audio recording, storytelling, pace - is it 'inspirational'?
- Speed up your footage by 10-20%
- choose music first then edit to the beat
- start with your hero shot e.g start with the end.
- Write a storyboard in pencil to plan it.
- get someone from your family to watch it - do they get it?
- If you want to post on social media, use subtitles all the way through.



OT
TO



Distributed
Design

PORTFOLIO 30%

WIKIFACTORY

Portfolio - 30% (LO4, LO5) A document of the development work that has been used to articulate and present the thinking behind, iterative design development and design specification requirements of your proposition(s).

SECTION

FORMAT

SECTION

FORMAT

POSITION

ABOUT

DEVELOPMENT

DIARY

APPLICATION

BIZ MODEL

ANALYSIS

IMPACT

SPECIFICATION

INSTRUCTIONS

COMMUNICATION

GRAPHICS

L02 RESOLVE

L03 REALISE

L04 SPECIFY

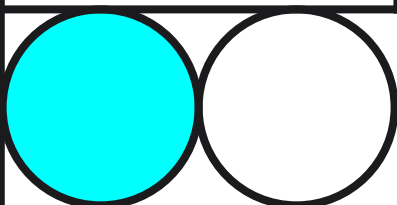
[level 6] Demonstrate autonomy by locating a personal **position** within design contexts. Provide relevant **specification** requirements for the potential manufacture and commercial **applications** of your design. [level 5] Demonstrate awareness of relevant specification requirements for the potential manufacture and applications of your Design.

L05 PRESENT

[level 6] Demonstrate and **communicate** coherent and resolved design outcomes through advanced techniques of critical reflection, **analysis**, creativity and realisation. [Level 5] Demonstrate and communicate design development through techniques of critical reflection, analysis, creativity and realisation.

MARKING GUIDELINES

A portfolio which **communicates** and shows design **development** through critical reflection, **analysis** and creativity.

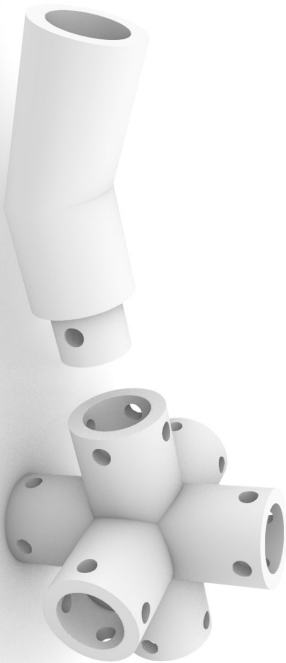


OT
TO



WIKIFACTORY

The portfolio should clearly signpost these learning outcomes. I recommend organising the Wikifactory project like this:



GUIDELINES

- **Position** - The 'About' section that gives justification for your project. This could be your pitch slides, how might we's and future wheel. Level 6 must also "locate a personal position within design contexts."
- **Application** - This section outlines your business or impact model and can be a People Planet Profit infographic or an impact canvas. [eg. <http://www.modelsofimpact.co/>]
- **Development** - Selected content from the whole project (e.g film, brochure, portfolio, tech manual) edited together as an article or diary. Your selected elements create a narrative. Extras in the appendix.
- **Specification** - This is your Step by step written guide [more detailed instructions than the **Technique** section of the brochure - someone should be able to actually make it], Bill of Materials, List of machines and tools used, assembly photos in order and the 'Ready to make' CAD files embedded. Showing "specification requirements for the potential manufacture".
- **Analysis** - A more detailed text based version of the analysis page from the brochure, user feedback, material tracking, PPP including Critical Reflection
- **Communication** - Not a section; whole portfolio has high quality graphic design, illustrations, photography, creativity narrative and editing.
- **Appendix** - At the end of the wikifactory, include a short appendix for citations. Put anything more substantial in the **Miro** sketchbook

- *Edit images into galleries in photoshop and insert as one block. Use more images instead of film clips.*
- *If you use images that you did not create you MUST credit them.*
- *1000 word suggested limit Excluding the appendix. This is flexible.*
- *TIP: try <https://typora.io/> to edit the readme offline*



Distributed
Design

PORTFOLIO 30%

MIRO

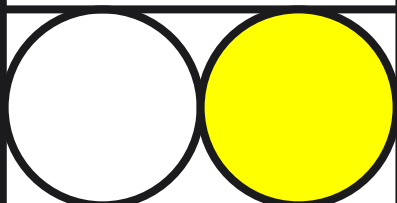
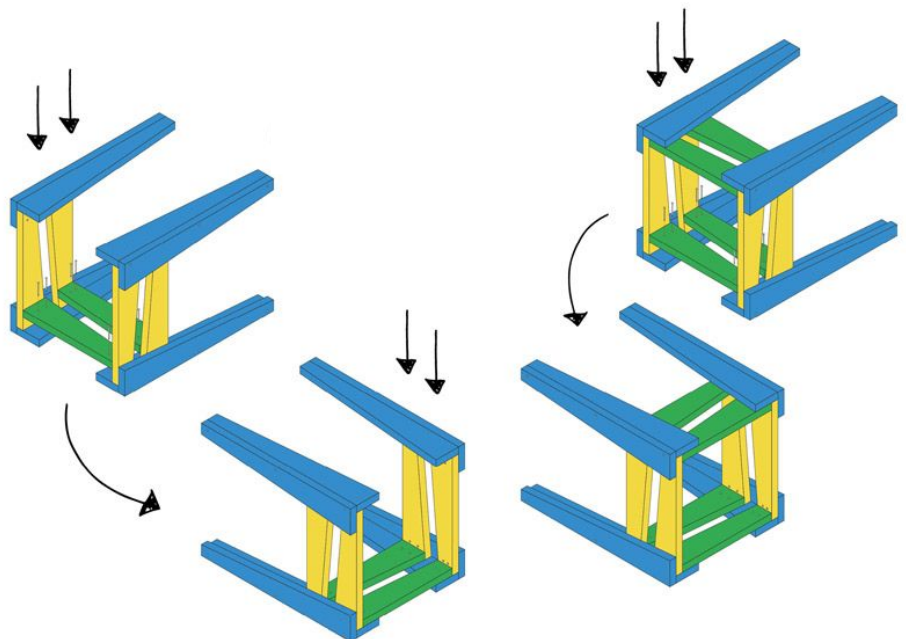
Online sketchbook & appendix. Your Miro will not be directly marked, however it is important to keep your 'workings out' and thinking available. It should include:

SKETCHBOOK

APPENDIX

CLASSWORK

- **Sketches & Ideation** - Use miro to brainstorm , ideate and store your paper sketches. It is useful for tutorials to see behind the scenes.
- **Appendix** - Anything that doesn't fit into your Wikifactory, you can store here e.g interview and documentation.
- **Class work** - We will do group work that is not appropriate for the portfolio, save your contributions in your Miro board.



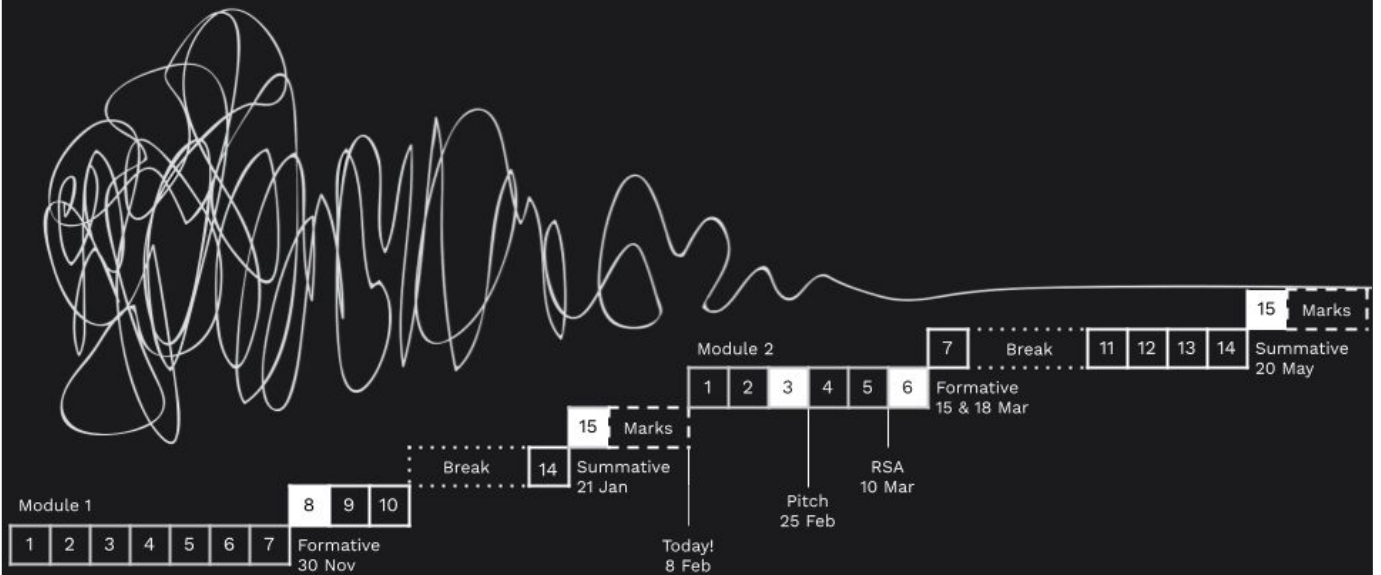
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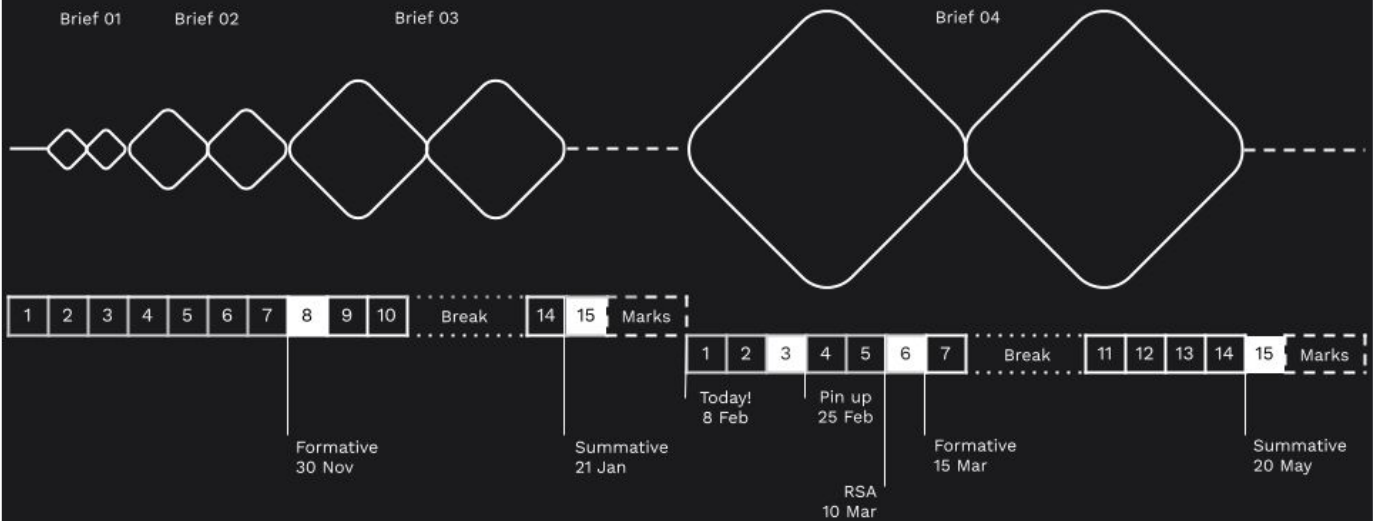
WIKIFACTORY

Access the template
here:

OT
TO



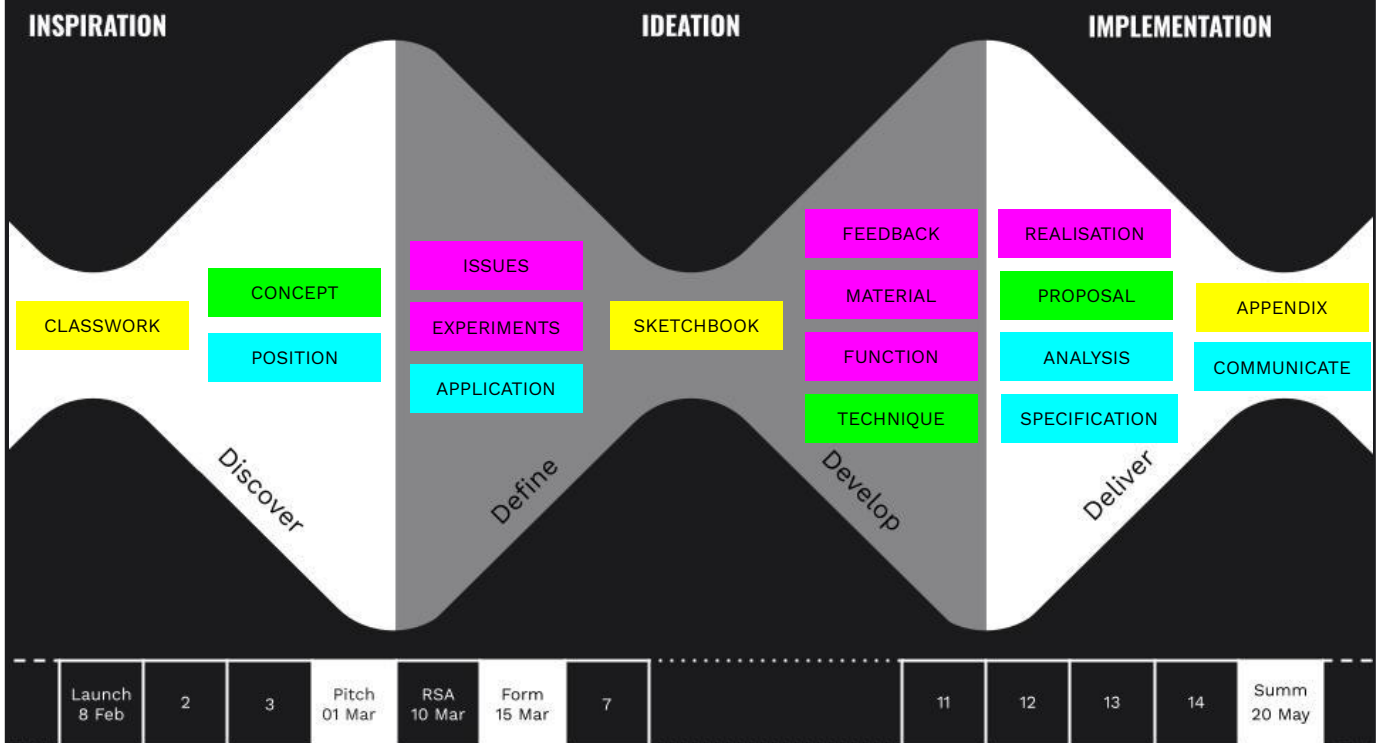
Noise/ Uncertainty ➔ Research/ Patterns ➔ Insights/ Synthesis ➔ Define/ Ideate ➔ Concept/ Prototype ➔ Design/ Analyse ➔ Clarity/ Focus





Distributed
Design

SCHEDULE



INSPIRATION PHASE

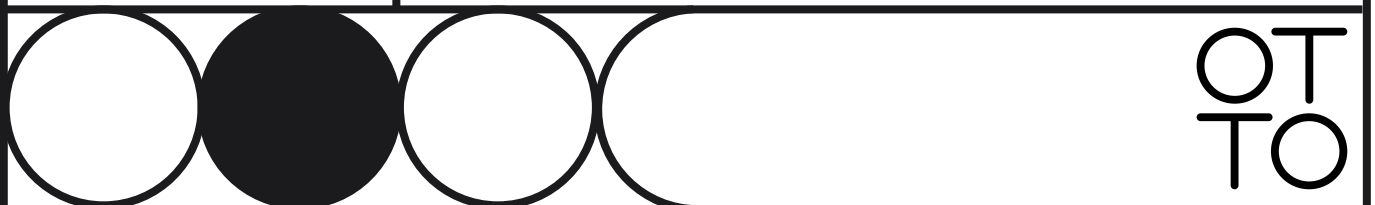
Week 1: Mon 08/02 = Launch / Thu 11/02 = **Personal Position**
 Week 2: Mon 15/02 = **Design Context** / Thu 18/02 = **Tutorials**
 Week 3: Mon 22/02 = **Tutorials** / Thu 25/02 = **Novel Concepts**
 Week 4: Mon 01/03 - **Project Pitches**
Objective = Have an idea of what your project is about

IDEATION PHASE

Week 4: Mon 01/03 = launch Thu 04/03 = **Tear Down > Tool Up**
 Week 5: Mon 08/03 = **Commercial Applications** Thu 11/03 = tutorial
Week 6: Mon 15/03 & Thu 18/03 = Formative 3 min film
 Week 7: 22/03 & 25/03 = **Expert Feedback Workshop (TBC)**
Objective = Have an idea of what the project could be

IMPLEMENTATION PHASE

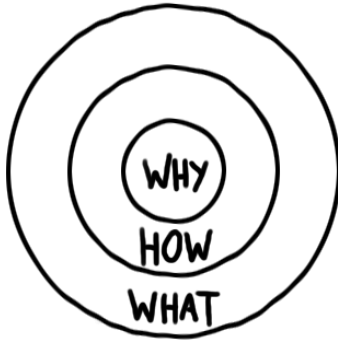
Week 11: 19th April = **Critical Analysis**
 Week 12: 26th April = **Specification/Technique**
 Week 13: 3rd May = **Professionalisation (TBC)**
 Week 14: 10th May = **Pre Submission review**
 Week 15: 20th May = Submission on Mystudies at 4pm
Objective: A completed project!





BRIEF 04: INSPIRATION PHASE

AIM

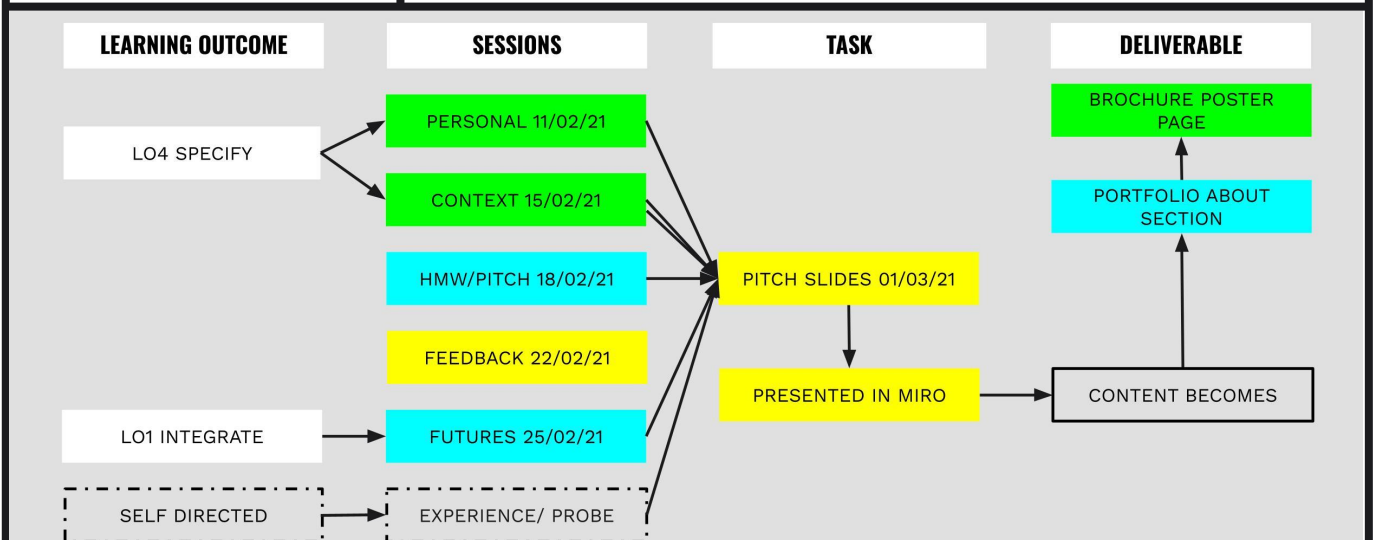


You will be able to articulate your **personal position** that will help you choose a worthwhile topic for your final project. You will be able to know what you are interested in and care about (What brings you alive?).

You will be able to position yourself within a **design context**. You will be able to show who else is doing the work you want to make. You will be able to identify networks and communities of practice and position yourself within them.

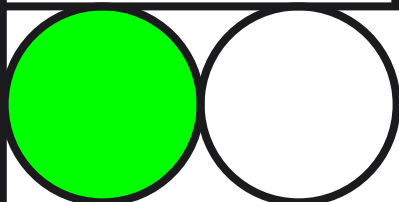
You will use foresight to project your ideas forward in order to design for the future. You will learn that ALL design happens in the future and will be able to consider consequences of events and designs ahead of trends in order to generate **novel concepts** for your projects.

You will be able use these 3 tools to write a **project pitch**



TASK

Phase culminates in a 4 slide pitch deck in Miro **01/03/21** outlining: Personal Position, Design Context, Novel Concepts & Pitch brief





Pitch slide guide

OVERVIEW

You are presenting 4 'slides' in Miro on Monday 01/03. You have learnt 3 tools for identifying a **personal position** a **design context**, and identify original **novel concepts**. These three tools can form content for your portfolio and help you to write a **project pitch**. The slides are designed by you and need to communicate your project direction in your own way. They should function like a poster to be viewed if you are not there.

PERSONAL POSITION

This slide is about you and should include your WHY statement. The images should be personal and show us who you are and what you believe. You could include your Instagram and website links here. What are the broad issues, that you care about,

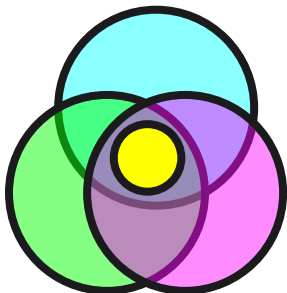
DESIGN CONTEXT

This slide is to show who else is doing the work you want to make. You need to identify networks and communities of practice and position yourself within them. Referenced facts from news articles are important. Include technologies, tools, materials. This should be more of a mood board than a diagram.

NOVEL CONCEPTS

This slide is about the possible futures around your project. This could be represented by trend forecasting, science fiction references and bleeding edge technologies.

PITCH SLIDE



This should have a clear **concise statement of the challenge** followed by minimum 3 **How might we's** each from a different perspective. See this guide for tips:

http://crowdresearch.stanford.edu/w/img_auth.php/f/ff/How_might_we.pdf

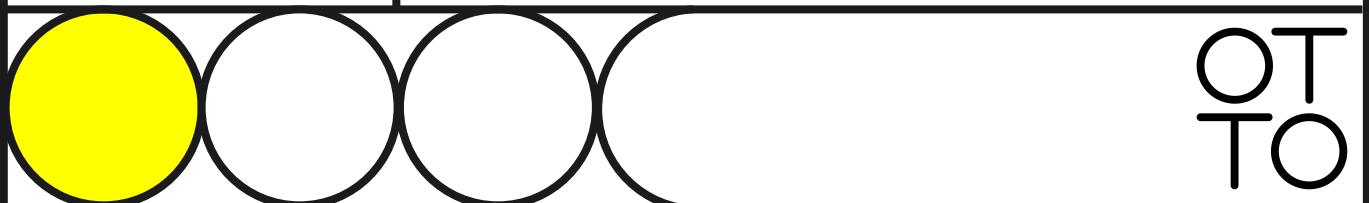
There are **many** different ways of writing a design challenge. (sometimes called problem statements but I'm avoiding that) You could use the golden circle model but applied to the project. WHY does it matter? WHAT is the issue? HOW might we...?

DAY

It will be a long day! It is important at this stage we all see everyone's ideas. 8 min presentation 8 min feedback. Upload your 4 slides in your frame - here:

https://miro.com/app/board/o9J_lSHxcAs=

Am will be L5 and PM L6





TASK 1

TITLE

Personal inspiration

SEQUENCE

Inspiration phase, week 1, task 1

PURPOSE

To find examples of designers work that you find inspiring “antecedents” and to setup your new MIRO board.

TO DO

1. Visit some online exhibitions and/or design publications and find some work you haven't seen before and like.
2. In MIRO find your duplicate board yourname_2 and delete the contents
3. Post a link to the exhibition you looked at and write a short comment on why you like a piece of work.
4. Post the link into the Brief 04 Teams channel

TUTOR

I will read your comments and reply in Teams

SCHEDULE

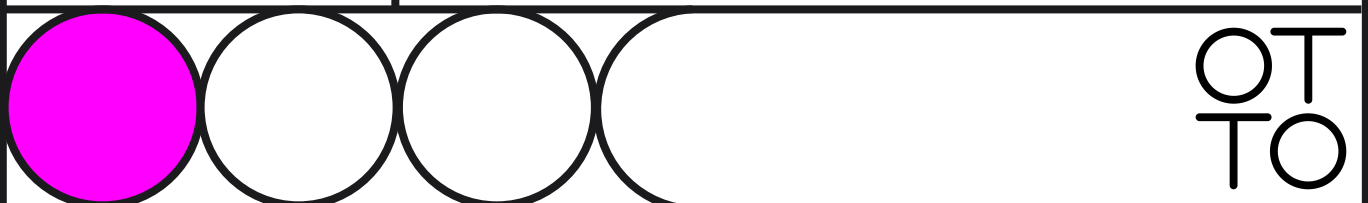
Please complete this task by Thursday 11th

REFERENCES

[5 Must see exhibitions](#)
<https://www.dezeen.com/tag/coronavirus/>
[MUSHROOMS: THE ART, DESIGN AND FUTURE](#)
[RA Instagram selection](#)
[Dezeen](#)
[Little Inventors](#)

NEXT

Workshop on 11/02 about ‘Personal Position’





TASK 2

TITLE

Professional Instagram

SEQUENCE

Inspiration phase, week 1, task 2

PURPOSE

Write a *why how what* statement and create an online profile to position yourself in design contexts.

TO DO

1. Copy the template into Miro and write your 3 stories of happiness and purpose.
2. Find a partner (doesn't need to be in the studio) and discuss your why - get them to reflect back at you.
3. Fill your how and what with your own work and others you like (how can be processes, skills, what can be hero images)
4. Write it all together as a mission statement
5. Set up a professional design instagram separate to your personal one - with your name.
6. If you already have one, review it with your partner - do you use it for personal and professional posts?
7. Use your W.H.W. statement as the basis for your bio
8. Post portfolio work in the photos section and work-in-progress in the stories section.
9. Post pictures of your recent hero images - try and be consistent aesthetically.
10. If you already do this ask someone to review
11. Only follow design accounts.
12. Follow @othertoday

TUTOR

I will follow you back and share some work.

SCHEDULE

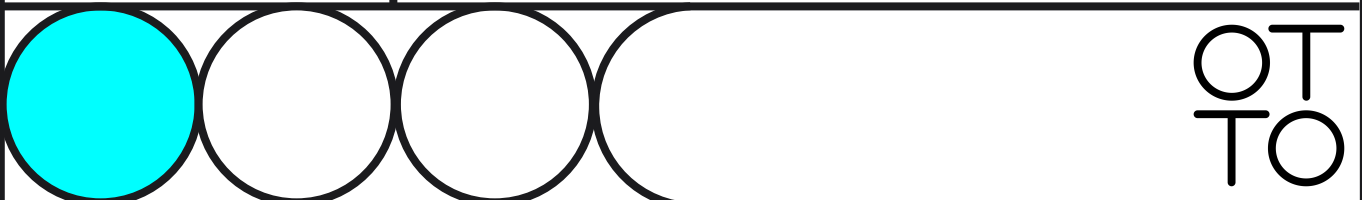
Please complete this task before Monday 15th this forms the basis of your **Personal Position** deliverable due on the 25th

EXAMPLES

<https://www.instagram.com/lakellydesign/>
<https://www.instagram.com/lawrence.parent/>
<https://www.instagram.com/chifencheng/>
<https://www.instagram.com/kaizykowicz/>
https://www.instagram.com/panama_workshop/

NEXT

Workshop on 15/02 about 'DESIGN CONTEXT'





PERSONAL POSITION NOTES

TITLE

PERSONAL POSITION

SEQUENCE

Inspiration phase, week 1

PURPOSE

For the student to be able to articulate their personal position to help them choose a worthwhile topic for their final project. To be able to know what they are interested in and care about (What brings them alive?). To be able to articulate their 'WHY'. Students will learn about **Simon Senek's** Golden circle and compare companies mission statements and write them for design products. In the afternoon the students will have a guided tour of the RCA WIP show. They will be given the task to gather personal stories to inform their own WHY statements. Students will set up professional Instagram profiles and write the bio based on the Golden Circle template. This work forms the basis of their Personal Position slide for the pitch day

REFERENCES

Ted Talk:

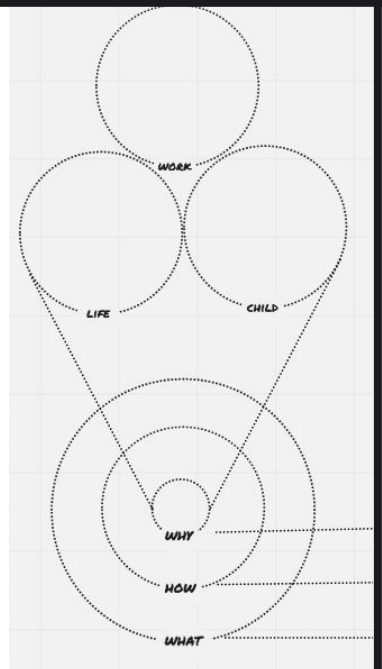
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en#t-1065430

Miro board:

https://miro.com/app/board/o9J_lUpp1Vo=/

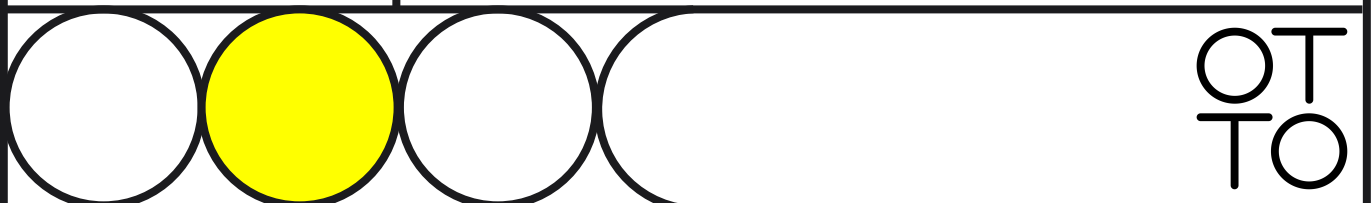
RCA WIP Show:

<https://wip2021.rca.ac.uk/programmes/design-products-ma>



NEXT

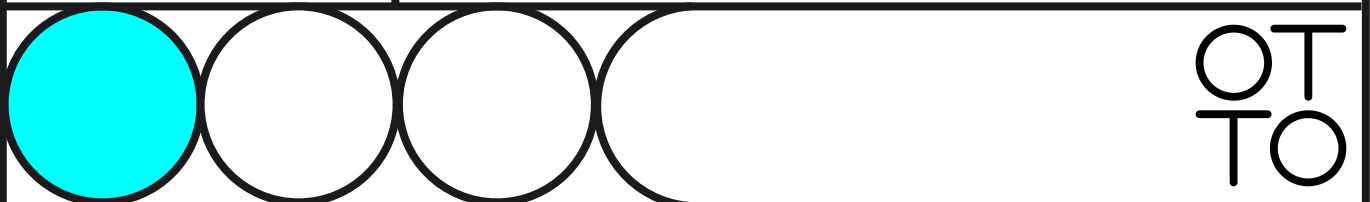
Workshop on 15/02 about 'DESIGN CONTEXT'





TASK 3

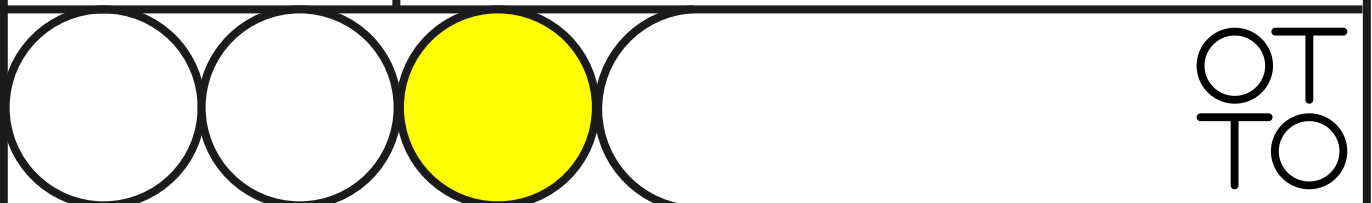
| | |
|-----------------|--|
| TITLE | Design context constellation |
| SEQUENCE | Monday 15/02/21 > Inspiration phase, week 2, task 3 |
| PURPOSE | LO4 SPECIFY:...within Design Contexts and existing knowledge frameworks and approaches." You will be able to position yourself within a design context. You will be able to show who else is doing the work you want to make. You will be able to identify networks and communities of practice and position yourself within them. In the lecture we will consider the <i>Design Context</i> of this brief and also see Other Today's network and how that links to the Fab City network. You will be introduced app Graph Commons and the concept of a 'constellation'. After the presentation you will map your own networks and network of interests and issues forming your design context. You will learn that projects that gain their meaning from context. You will identify current issues and understand how you can join the conversation. This tool and work will inform the Design Context slide for the pitch day. |
| TO DO | <ol style="list-style-type: none">1. Join https://graphcommons.com/2. Start a context map - first node is You.3. It should include<ol style="list-style-type: none">a. Who - the network of stakeholders + personalb. What- Projects and designers you like and how they connectc. Why - Issues, problem spaces that you care about, news articlesd. How - Technologies, tools, materials4. Save, publish and export as JPG, then illustrate in MIRO |
| TUTOR | We will view them together in Miro at 15:30 Monday : https://miro.com/app/board/o9J_lUT_eKU=/ |
| SCHEDULE | Complete this task on Monday 15th by 15:30. <i>**The outcome of this task is not your Design Context slide but will help you create one**</i> |
| EXAMPLES | re-distributed manufacturing by Gareth Machines Room by Gareth Timber by Kamila Izykowicz |
| NEXT | Tutorials on 18/02 with Raf El Baz about HMW's and briefs. |





TASK 4

| | |
|-----------------|--|
| TITLE | Question finding |
| SEQUENCE | Thursday 18/02/21 > Inspiration phase, week 2, task 4 |
| PURPOSE | <p>The aim for today's session is for you to identify possible project directions and to have some draft questions either How Might We? or What if? statements that can make up a brief/ pitch to be presented on 01/03. Today is an idea market, you have been put into thematic teams, share with the group your ideas and treat them all as a <u>shared design context</u>. In your time with Raf discuss the challenges from your individual perspective. Be prepared to present your questions at 4pm. The 4 groups are 1. INTELLIGENT MOBILITY = future of transport (e.g cars, drones, trains, bikes, walking, flying, zoom?). 2. MATERIAL FUTURES = future of textiles, fashion, sports, renewable, smart and bio materials. 3. EMERGENT FUTURES = practical speculation, 3D printing, future manufacturing, DIY space travel, VR. 4. ECOLOGY AND CHANGE = nature and society, bio design, circular design, planet centered.</p> |
| TO DO | <ol style="list-style-type: none">1. Join https://miro.com/app/board/o9J_lTgTG-Y=/2. First task is a context map, as a group put everything you know on it, identify challenges and insights.3. Next play with the maker cards to generate random objects.4. Then use the cards as triggers to brainstorm HMW + WI questions.5. Throughout the day, cluster and pick your favourites insights and questions and put them next to you name in the 3rd Frame. |
| TUTOR | Raf will spend an hour with each group and you will present back to the group at 16:00 |
| SCHEDULE | Complete this task on Thursday 18th by 16:30. <i>Today will not be recorded.</i> |
| EXAMPLES | |
| NEXT | Individual Tutorials on 22/02 with Gareth |





TASK 5

TITLE

Future Workshop Preparation

SEQUENCE

Monday 22/02/21 > Inspiration phase, week 3, task 5

PURPOSE

On thursday 25th we will be exploring futures and using foresight methods. In preparation you need to watch a video and do some research into “drivers of change” - news stories about social, technological, environmental, economic or political developments that will lead to change in your design context

TO DO

1. Watch Paula Antonelli’s Dezeen Day keynote lecture.
<https://www.dezeen.com/2019/11/13/paula-antonelli-dezeen-day-video/>
2. Watch or skim through some of the other talks from Dezeen day. <https://www.dezeen.com/dezeenday/> What future trends can you identify?
3. Explore the “Radars” on <https://go2.futuresplatform.com/>
4. You have been sent a login, if that doesn’t work use login :
gareth@other.today password: 5yx7dzct!!mDyTR
5. Pick a news story that relates to your design context from the radar’s or from elsewhere.
6. Post a link to your new story into brief 4 teams channel and a comment about the trends you see from Dezeen day.

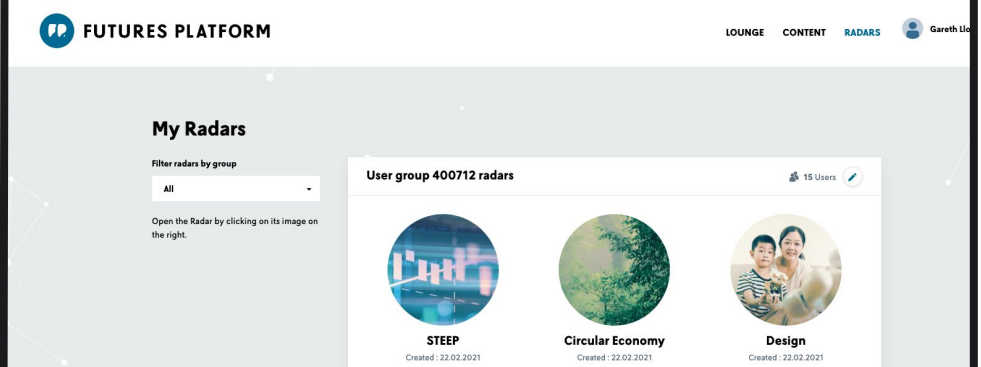
TUTOR

Gareth will read your comments and news stories

SCHEDULE

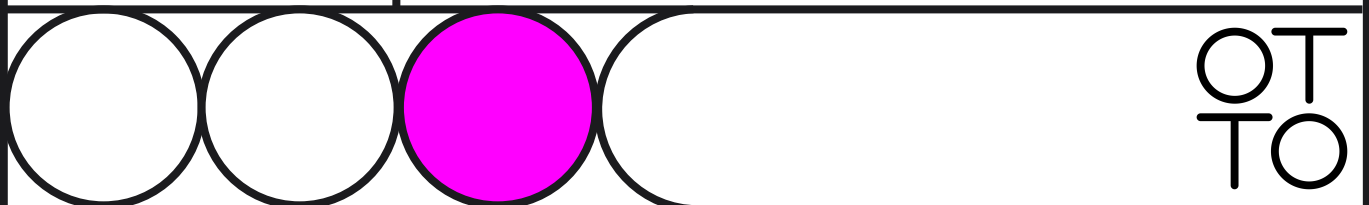
Complete this task before Thursday 25th by 0930.

EXAMPLES



NEXT

Futures Workshop on 25/02 with Gareth





TASK 6

TITLE

FUTURE WORKSHOP

SEQUENCE

Thursday 25/02/21 > Inspiration phase, week 3, task 6

PURPOSE

We have been exploring futures and using foresight methods do design for change. These activities and task introduce speculative design, trend forecasting and consequence mapping. These tools can help you choose novel problems to explore in your pitch slide.

TO DO

1. If you missed the live session, watch the recording of the lecture.
2. Place your trend on the Hype Cycle
3. In class activity - future mapping with ARUP cards & imagining Things from the Future.
4. Complete a futures wheel for your project.
5. Prepare you pitch slides for Monday

TUTOR

We will review at 15:30 on Thursday and see pitches on Monday

SCHEDULE

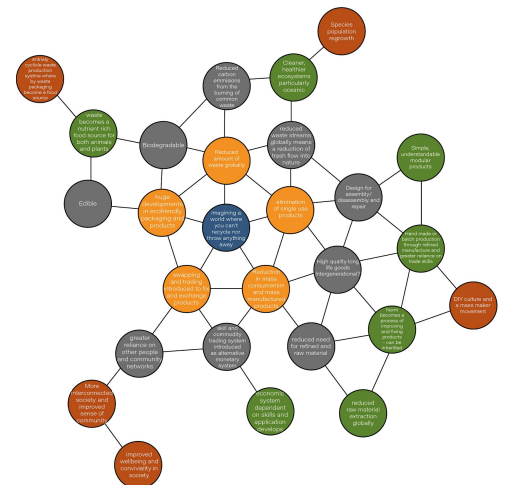
Complete these tasks before Monday 01/03

EXAMPLES

<https://wikifactory.com/@ewanbrammall/open-maker-space>

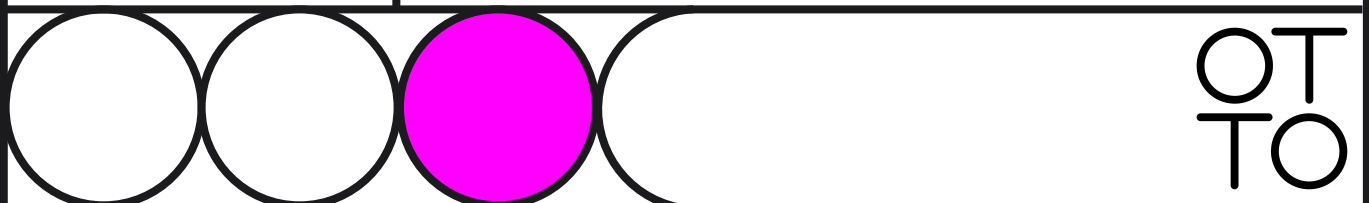
<https://wikifactory.com/@lawrenceparent97/livingblockssketchbook>

<https://wikifactory.com/+othertodaystudio/sketch-book>



NEXT

Pitch Day 01/03 with Gareth & Nat





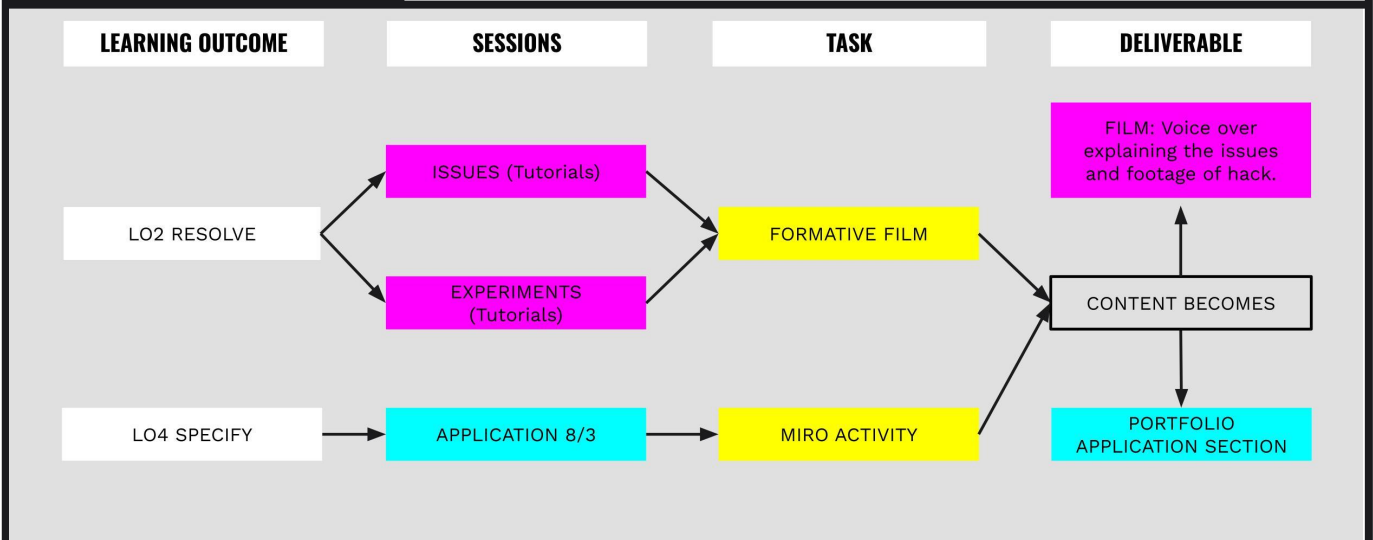
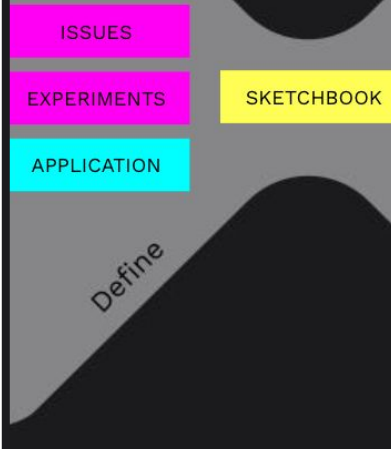
BRIEF 04: IDEATION: DEFINE

The Ideation Phase is in two parts; Define and Develop. This next two weeks is the Define phase culminating in the Formative assessment (15/3 9am) where you will present a 3 min video.

In the next two week we we will have one taught session covering portfolio work (commercial application) and the rest will be self directed supported by tutorials.

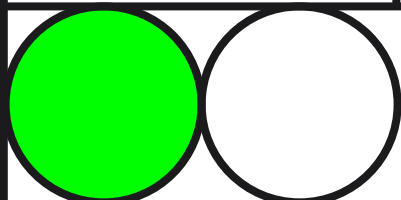
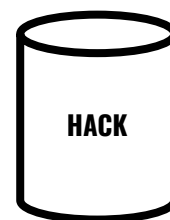
EXPERIMENTS

Your main activity for the next two weeks should be conducting and filming a HACK. Like in the Modify brief you should find a 'product' that already does what you aim to do (or almost does) and hack it to progress your project forward. This could be a material exploration, a product tear down, buying a off-the-shelf kit and building it. It is not a prototype and it is not more laptop research. Your time in the next two weeks should be mainly spend doing, making and hacking. Remember to document and reflect on your hack.



TASK

Film & conduct a hack **experiment** that explores your topic area. Edit the footage into a 3 minute film that outline the **issues** your project addresses





The purpose of the formative assessment is to enable reflection about the work you have done while highlighting areas where further improvement is needed in relation with your module learning outcomes (LO's). The formative assessment will involve a peer review process in which you have a critical role. Your active participation in this peer review will determine the value of it for you and your classmates, and will be a unique learning opportunity. Your formative assessment will have a similar format to the one held in November last year, based on your submission of a 3 minute video. The formative assessment includes:

1) Hand In: You will have a designated space on a Miro board (Location TBA)

In your space, you need to upload a link to your 3 minute video. The deadline for having your video uploaded and working is Monday 15th March at 9AM.

2) Peer review Event: Video show and verbal feedback. You will meet in MTeams (Team TBA) at the time of the group you have been assigned to (You will be sent a Formative Assessment Film Review Timetable)

Each video will be played and watched by all your group members and staff. Immediately after each video is played, two students of the same level in the group will give a minute or two of feedback (using the 'rose', 'thorn', 'bud' method of giving a positive, a negative and something to be worked on. (Who feedback on whom: TBA) The feedback should be given based on a Peer review Assessment criteria you will receive prior to the start of peer review event. After the students' feedback, tutors will ask questions and offer theirs.

Writing feedback for the Assessment

Immediately after the presentation and verbal feedback, each group meets again (without tutors) to agree and note down the feedback for each of them - which they fill in on the peer review section. Then, the tutors will review the peer comments (without the students) and add their comment underneath each one. Individual comment on the feedback will be given individually afterwards, in normal studio tutorial time.

The Video: Your video will contain two main things:

1) Outline of the Issues in your project (e.g. developed pitch day content)

2) Documentation of Hack experimentation.

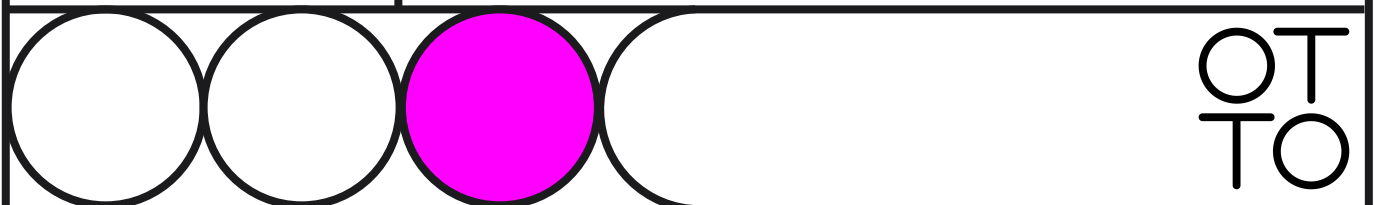
- Treat the video as the first draft/ first half of your final video (final film = 6mins)
- Utilise voice over, subtitles and appropriate music (No lyrics, minimal, royalty free)
- Prioritise communication over selling. (It can be formatted as a Documentary /interview /monologue /story.
- It shouldn't be an advertisement
- Assume your audience doesn't know about the projects you are presenting.
- Speak to the public not to university.
- Be creative, inspirational, clear.
- Cite your sources & back up facts
- It is a video, not a narrated powerpoint or screen recording!
- A bit of humour is good (but not too much)





TASK 7

| | |
|------------------|--|
| TITLE | FORMATIVE FILM PREP + CONTINUED HACK |
| SEQUENCE | Mon 08 film on Mon 15/03 continue experimenting until Mon 22nd |
| PURPOSE | The next two weeks are for Experimentation do not try and design product - simply explore tools, materials, techniques etc. Focus on having fun and filming it, good footage showing experimentation is the most important. Your film can just be 3 mins of hack footage |
| TO DO | Treat your formative like a tutorial, not the end of a project. Consider next week as more making time. For your film, your voice-over could start with your Why statement and the film could end with your HMW. Make it clear that these are experiments and not product pitches. Your film should pose more questions than answers, it is divergent. Make the film public facing, so do not include self reflection in the film - critical reflection can be included. |
| SCHEDULE | There will be cafe-style tutorials on Thursday 11th - bring film footage |
| TUTORIALS | 09:30 Check in chat 10:00 L5 unscheduled 12:00 12:00 - 12:30 - Bookable individual slot for problems 14:00 L6 unscheduled 16:00 |
| FORMATIVE | MONDAY 15/03 9AM |





BRIEF 04: IDEATION: DEVELOP

IDEATION

SKETCHBOOK

FEEDBACK

MATERIAL

FUNCTION

TECHNIQUE

Develop

The second part of the Ideation Phase is Develop. This phase begins on 22nd March and includes the Spring Break and culminates on 22nd April.

The purpose of the 'develop' stage is to explore **functional** solutions to your now clearly defined project while seeking **feedback** from a range of different people. There are two main tasks for this month:

[TASK 8] We will have two taught sessions with **Make Works** to explore Manufacturing, mapping **Materials** and learning how to talk to manufacturers to gain technical and engineering **Feedback**. The work we do with Make Works will form content for your film and potentially could lead to your research being featured on Make Work's website.

[TASK 9] In your own time and supported through tutorials you will explore the **Functionality** of your proposition with a working prototype and document the **Techniques** used in making it in draft instructions.

LEARNING OUTCOMES

LO1 INTEGRATE

TECHNIQUE

LO2 RESOLVE

FUNCTION

FEEDBACK

LO3 REALISE

MATERIALS

TASK

Create a **rough** [MVP] working prototype accompanied by **draft** instructions

Complete a **Make Works** listing and film for a Brighton manufacturer linked to your project. OR follow the process for a relevant expert.

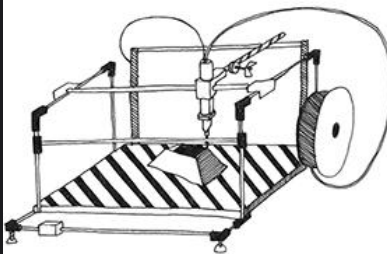
DELIVERABLE

BROCHURE: 'Ikea' Instructions

FILM: Working prototype

FILM: Expert interview

FILM: justify process



MAKE WORKS LISTING

PROTOTYPE

INSTRUCTIONS



TASK 8

TITLE

Make Works Brighton: Mapping, Materials + Manufacturing

SEQUENCE

Prep Thurs 11th, project begins Mon 22nd March, ends 19th April

PURPOSE

Uncover the manufacturing ecosystem in the Brighton area. Interact directly with experts in manufacturing, making, digital fabrication, forming, crafts and materials in order to inform your own project and gain feedback on the key technological or engineering issues specific to the successful functionality, manufacturing/production requirements of your design. Demonstrate the use of relevant processes, material and/or media in terms of Circular Economy and Distributed Design.

AIM

To create the first Make Works Brighton listings and to generate content for your final proposition film.

TO DO

Look at [Make Works](https://make.works/) website <https://make.works/> and understand what it is [about](#).

Look at listings for these examples of great films:

[Flux Laser Studio](#),
[European Circuits Ltd](#),
[Industrial Springs](#),
[Finch & Fouracre](#),
[Silo Design & Build](#)

Watch some of the films available on [Make Works Vimeo](#).
Read what creatives have realised via Make Works blog.
Browse the [How to Guide](#) about the process.
Read the [How to build strong relationships with factories](#) blog.

SCHEDULE

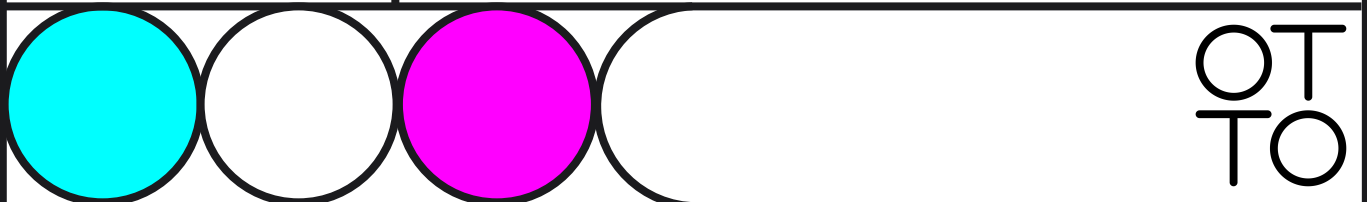
22nd March 10:00-16:00

Helen Voce, Kaye Symington and J from Make Works will be with us for a one day workshop **MAKE SURE YOU HAVE DONE 'TO DO' SECTION ABOVE BEFORE THE SESSION**

NEXT

19th April 10:00-16:00

Make Works return to review your films and decide which ones will go in the new Make Works Brighton website





TASK 8b

TITLE

Make Works/ Film Feedback + Material Deliverable

SEQUENCE

Brief given in Mon 22/03 workshop, guest tutorials 19/04

PURPOSE

On Monday 22nd we started to uncover the manufacturing ecosystem in the Greater Brighton area. Online we discovered this is hard - you will need to go walking, keep looking online and make phone calls. By the tutorial on 19/04 find an expert/ manufacturer you would like to approach. Start to consider your projects in the context of local manufacture - if this was to scale, what are the processes needed? What raw/waste **material** do they have that you could use? What techniques do they have that could be adapted?

AIM

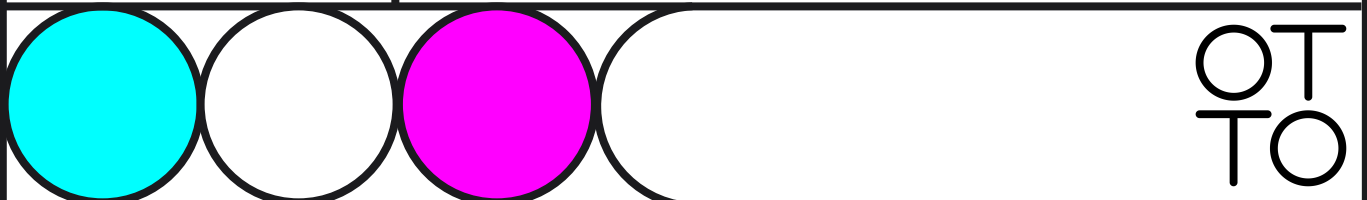
1. To gain **feedback** on the key technological or engineering issues specific to the successful functionality, manufacturing/production requirements of your design. 2. Create a Make Works listing

TO DO

1. Research and identify a manufacturer, expert or organisation related to the potential local production of your project. (tips [> here](#))
2. **22nd April** Prepare a slide of research and possible interview questions to present to Make Works on Mon about your chosen organisation/ expert
3. **10th May** Use the Make Works film and listing format to create content for you proposition film. [> miro link](#)

NOTES

- This does not need to be a company who makes what you want to make, but could be someone using a technique you could learn more about, uses a technology or material you want to explore.
- The company does not need to be in Brighton (only a requirement if you want to submit your work to Make Works)
- Whether or not you would like to contribute to Make Works Brighton, plan to use the Make Works format
- You can be flexible - speculative projects could contact prop companies, UX projects could contact developers etc.
- This is an opportunity to link your work to the real world, we are mindful of covid restrictions and you are not expected to do anything you are uncomfortable with nor against restrictions. (you will not be marked on whether or not you physically visited a space)





TASK 9

TITLE

Working Prototype and instruction development

SEQUENCE

SELF DIRECTED: Phase begins 22nd March, ends 19th April

PURPOSE

To address key technological or engineering issues specific to the successful **functionality**, manufacturing/production requirements of your design through practical experimentation. And to demonstrate **techniques** for making anywhere by anyone with illustrated 'ikea style' assembly instructions. Consider how it can scale and if appropriate create a 'FlatLay' layout of parts or materials library or tools.

AIM

To create a very rough [Minimum Viable Product] working prototype accompanied by very draft instructions and documentation.

TO DO

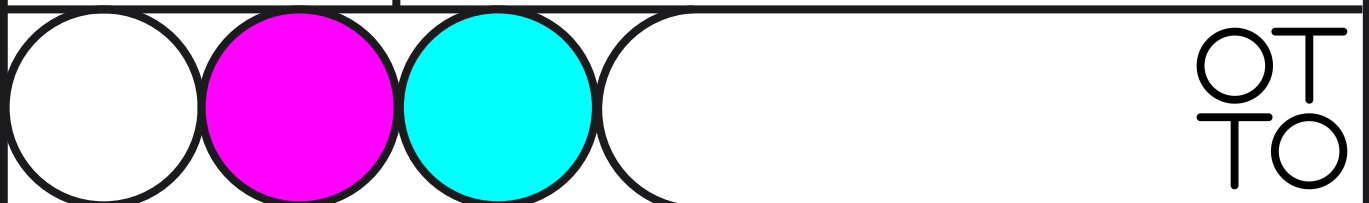
- Attend the tutorial on **25th March** with a plan for your prototype.
- Use the Spring Break time productively to prototype an MVP, don't aim for one prototype, you need to aim for 20 attempts to get to one good one.
- Remember to document everything, have camera's set up and consider lighting and rigs. If you are modeling remember to screen record.
- As you are making, consider whether someone else could make this? What have you learned about fabrication from speaking to factories, what works well on instructables and wikifactory?

EXAMPLES

- Scroll down to specification section for instruction examples and click on the Brochure. **These are polished and finished projects, yours do not need to be at this level for the tutorial.
- <https://wikifactory.com/+othertodaystudio/offcut>
- <https://wikifactory.com/+othertodaystudio/biogun>
- <https://wikifactory.com/+othertodaystudio/communicare>
- <https://wikifactory.com/@ewanbrammall/open-workshop>

SCHEDULE

25nd March - Planning Tutorials
19th April - Prototype Tutorials





BRIEF 04: IMPLEMENTATION: DELIVER

IMPLEMENTATION

REALISATION

COMMUNICATE

ANALYSIS

PROPOSAL

APPENDIX

Deliver

We are entering our final phase. While we are ‘realising’ our projects we are looking for you to present ‘proposals’ rather than products. A proposal is the presentation of a whole project idea for which there might be multiple product examples. For example your project may be a 3d printed joint which could make a stool, a lamp or a hospital stretcher.

This phase is about telling the story of your project and you will need to document your proposals with photographs and film and create a detailed write up of it in Wikifactory.

[> Here is the wikifactory template link](#)

Remember your work is represented by a “proposition” (the film and brochure) and the “portfolio” (the wikifactory), with the Miro sketchbook as a backup/ appendix. Everything will be handed in using the wikifactory page which includes links to your Film and your Brochure which can either be a pdf pamphlet or a website.

LEARNING OUTCOMES

LO1 INTEGRATE

LO3 REALISE

LO4 SPECIFY

LO5 PRESENT

UNMARKED

PROPOSAL

REALISATION

SPECIFICATION

COMMUNICATE

ANALYSE

APPENDIX

TO DO

Realise (finish) your proposal (project) to a high technical standard and document it.

Instructions BOM etc.

Overall aesthetic quality

Critical reflection at end

MIRO + References

SHOW BY

BROCHURE: HERO images

FILM: HERO footage

WIKI: Specification tab

WIKI: Infographics etc.

WIKI: Analyse section

WIKI: Appendix section

Extensions

“We are no longer requiring evidence for extension requests - you can request an extension from you course leader for reasons such as IT failure etc...”

- Week 11: 19th April = Tutorials, Make Works & Critical Analysis
- Week 12: 26th April = Tutorials, Specification
- Week 13: 3rd May = Tutorials, Communication / professionalisation
- Week 14: 10th May = Pre Submission review*
- *if you are taking extension, save ‘admin’ tasks like wiki for then and focus on physical completion or proposals for this date
- Week 15 20th May = Submission on MyStudies at 4pm



TASK 10

TITLE

Final term week 1 recap

SEQUENCE

Implementation Phase began 19th April

PURPOSE OF TASK

This task is just a recap of things outlined on Monday. The purpose is to make sure you understand all the work you need to do and can find all the information you need.

YOUR AIM

To be up to date, understand and be happy with the plan for the term

TO DO

- Attend the taught session with Nat about **critical reflection** on the morning of 22nd April (online)
- Attend the afternoon cafe-style tutorial session with MakeWorks to get feedback on your choice of expert and/or manufacturer. (online)
- Re-read the handbook and update your copy if you have one in miro. (Especially p.31)
- Watch the implementation phase briefing video:
<https://unibrightonac.sharepoint.com/:v:/s/Group-OtherToday/Edll4AcDlh9Optxj-2Oulb8BqxTGvXIqpa4PvCdugq2LHA?e=NcUVfM>
- Watch the Wikifactory Brief 04 template run through:
https://unibrightonac.sharepoint.com/:v:/s/Group-OtherToday/EXg9MgL3SLkYJZ49ssUocBs-aC9QqKCPdOjTqyzgqg_A?e=PYDc7m
- Read through the Wikifactory template.
- Watch the video on how to create your own copy of the template and make your own Wikifactory page for this project:
<https://unibrightonac.sharepoint.com/:v:/s/Group-OtherToday/EXlqcG4qdQ1Gul7TGw7mwk4Bl4z9saZ1lcwjzRWojuvVHg?e=TPOrhW>
- MAKE MAKE MAKE - **get into the studio**, and the workshops. The booking system is a put-off but once you're in you will find you can use it more and more. Be like [Grace Hopper](#)
- Decide whether you will take extra time and apply for it asap:
https://unibrightonac-my.sharepoint.com/:w:/g/personal/m_chambers3_uni_brighton_ac_uk/ERl7hfTQxClDIACprHB5oEIBiPzEjzFDPdtTBs9OeqAE-w?e=3OfZ5p

SCHEDULE

Thursday all day 22nd April - Workshop and cafe-style tutorials
Monday 26th - Tutorials in the studio. Thurs 29 - Guest Lecture AM

