

Assessment Guide

Design Journal – 20 %

Task

A *design journal* serves as a logbook for your design project work. Design journals serve many purposes:

- *Creativity and communication*: An aid for inventiveness in the design process and a valuable source to collect material to communicate the design.
- *Legal*: Keeps an official record of information that can be used as evidence in legal disputes, such as intellectual property, safety incidences, and academic integrity.
- *Operations*: Tracks the process for convenient monitoring and handover of important information.
- *Reflection*: Reflects design decisions, challenges faced, and lessons learned , fostering personal and professional growth throughout the design journey.

It is a place where you can discuss your design ideas, reflect on your experiences, collect research findings and much more. There is no exact way to write a design journal. However, a good rule of thumb on what to include is:

If it is related to your design project work, then it's okay to include in your journal

Here is a long (but non-exhaustive) list of things you could include: meeting minutes, project schedules (i.e. Gantt chart), screenshots of your team's planner, scrum board, team task assignments, annotated concept sketches, desk research findings, pictures, case-study analysis, mind maps, moodboards, new design ideas, diagrams, tables, infographics, referenced screenshots with source links, share links of ChatGPT, screenshots of Midjourney, results of team discussions, personas, user journey, etc.

In your design project, you are allowed to harness the capabilities of generative AI tools such as ChatGPT and Midjourney to support your conceptual design process. In your design journal you can document your interactions with the AI tools. This includes, but is not limited to, the question/prompt you posed, the insights you gained, how the output from AI influenced your design decisions, and the utility and limitation of AI tools. Moreover, always make it a point to reflect on the interplay between AI outputs and your idea formation. By doing so, you not only chronicle your design evolution but also provide a critical perspective on the integration of AI tools in the design process.

Keep in mind that this is a professional document, so do not include funny photographs of your dog or diary entries of what you had for breakfast. Also, do not copy in-class materials. If required, link to those and reference them appropriately.

The rest of this document provides further instructions and guidance, while Table 1 summarises key assessment details.

Table 1 Summary of crucial assessment details

Type	Individual submission
Submission	Submit to Moodle (PDF format generated from the software or platform you prefer: word, Canva, Miro, One Note, etc.)
Due date	Monday Week 7 – 9:00 AM
Weighting	20%
Marking	Marked by the demonstrator and moderated by coordinators
Late entries	Flat -5% penalty per day

Marking

The assessment will be marked by a course demonstrator and moderated by course coordinators. This marker may not be your workshop demonstrator to avoid bias in marking. The submission is worth 20% of your final grade. Marks and feedback will be returned within two weeks of submission. The marking rubric outlines how your journal will be marked. Please read it and the rest of this guide carefully.

Table 2 Marking rubric.

Concept Design					
Missing	Incomplete	Partial	Systematic	Evidence based	Innovative
Entries show little to no effort made or are simply copied from class materials.	Entries show an incomplete exploration of the design project, with minimal consideration of users and concepts. Missing all the processes in the level above.	Entries show only a partially systematic exploration of the design project, with little analysis of users and concepts. <i>Missing 1 or more of these processes below:</i> 1) User research 2) User problem definition and requirements 3) Concept generation which considers the user 4) User testing plan	Entries show a systematic exploration of the design project including <i>all</i> the processes below. 1) User research 2) User problem definition and requirements 3) Concept generation which considers the user 4) User testing plan	Entries justify design decisions using evidence from user research and include <i>all</i> the processes below: 1) User research 2) User problem definition and requirements meet a gap identified in research 3) Generated a series of concepts and justifies selection using evidence from research 4) User testing plan, to gather data on concepts in future	Entries prove the use of a systematic evidence-based process and an innovative concept solution for the considered user, demonstrating the novelty by providing evidence of the market gap or superiority to existing solutions. 1) User research 2) User problem definition and requirements meet a gap identified in research 3) Generated a series of concepts and justifies selection using evidence from research 4) User testing plan, to gather data on concepts in future 5) Provide evidence of market research and originality
0	4	8	12	16	20
Project Management and Teamwork					
Most weekly journal entries are missing, entries show little to no effort made. They also seem to be a <i>disengaged</i> team member.	Some weekly journal entries are missing. Entries do not include meeting minutes and a project schedule. However, they seem to be making an <i>unsatisfactory</i> contribution to the team.	A journal entry is made at least once a week. Does not include meeting minutes or a project schedule. However, they seem to be making a <i>satisfactory</i> contribution to the team.	Several journal entries are made each week. Includes meeting minutes and a project schedule. They also seem to be making a <i>reasonable</i> contribution to the team.	Numerous journal entries are made each week. Consistently includes meeting minutes, documents their work, and uses a project schedule. They also seem to be making a <i>significant</i> contribution to the team.	Numerous journal entries are made each week. Consistently includes meeting minutes, documents their work, and actively uses a project schedule with contingencies. They also seem to be making an <i>outstanding</i> contribution to the team.
0	1	2	3	4	5
Communication					
Most weekly journal entries are missing, entries show little to no effort made.	Entries are rarely : 1) Coherent, concise and relevant to the project work. 2) Well-structured and formatted making it easy to read. 3) Making use of figure to effectively communicate ideas. 4) Referencing external sources used.	Entries are sometimes : 1) Coherent, concise and relevant to the project work. 2) Well-structured and formatted making it easy to read. 3) Making use of a variety of figures to effectively communicate ideas. 4) Referencing external sources used.	Entries are mostly : 1) Coherent, concise and relevant to the project work. 2) Well-structured and formatted making it easy to read. 3) Making use of a variety of figures to effectively communicate ideas. 4) Referencing external sources used.	Entries are almost always : 1) Coherent, concise and relevant to the project work. 2) Well-structured and formatted making it easy to read. 3) Making use of a variety of figure to effectively communicate ideas. 4) Referencing external sources used.	Entries are always : 1) Coherent, concise and relevant to the project work. 2) Well-structured and formatted making it easy to read. 3) Making use of a variety of figures to effectively communicate ideas. 4) Referencing external sources used.
0	1	2	3	4	5

Format

Your journal is an active record of your design work (from research to concept generation). Keep your journal up to date along the first 5 weeks, by collecting, reviewing and visualising your design process in a complete and well-presented report. In week 6 you will have time to review your process and finalise your report.

The report in PDF format is to be submitted by each student on Moodle. Late penalties will be applied as per the course outline policy (flat -5% penalty per day).

Page limit: the main body of the Design Journal is limited to **30 pages**. Note that the length limit excludes the title page and summary, biography and appendix.

Guidelines

There is no one *right* way to write a design journal. However, there are some practices you can adopt to improve the overall quality of your journal: have a structure, define and follow a format, use different tools to visualise your process and outcomes.

Structure

It is recommended that you organise your journal entries into the steps of your design journey following the structure of lectures and workshops in the first 5 weeks of the course.

Format

In general, you should avoid large blocks of text. These walls of writing can make it difficult to quickly extract crucial information. Your marker will have limited time to assess your work, so you should make it easy to digest:

"Lastly, for the sake of the markers, please make the format such that it is easy to follow and read (headings and subheadings are strongly recommended)"

Rachel Townsend – DESN2000 journal marker in 2020

Use headings, paragraphs and dot points to break up your text. You may also format the text to emphasise essential points: bold, coloured or highlighted texts works well. Figures, maps, graphs are essential for a good storytelling and sintesys of your process.

Figures

Images and photos often communicate design better than text. Consider using these regularly within your design journal. Take screenshots or photographs of your mindmaps, drawing, whiteboards, CAD models, sketches, prototype tests and so on. And then put them in your journal with your comments and reflections.

When you insert a figure, be sure to caption, label and reference it appropriately. For example:

Fig. 1 A picture of a car. Source: [picturesofcars.com](https://www.picturesofcars.com)

Videos

To add videos, you will first have to upload somewhere else then include a shareable link in your journal. This process can be a bit slow, so it is generally best to avoid videos or only use them when completely necessary.

Outputs from Generative AI tools

To reference outputs from generative AI tools, you can either take screenshots and/or include sharable links. In taking screenshots, make sure that the content is legible and appropriately sized to allow for easy reading and review. In including sharable links, please test all links to ensure that they are active and lead directly to the relevant content. For durability, it's advised to keep your links active at least until the final evaluation period concludes. This ensures that all references can be accessed by reviewers for grading and accountability purposes.

Logbook

The journal is an active record of your project work. It is a progressive document that should be actively updated as you work on the project instead of being retrospectively filled in just before the due date. Try to form the habit of keeping the record up to date. The authenticity of this is usually quite apparent to markers.

Referencing

You do not need to use a formal referencing system such as IEEE or Harvard. At a minimum, you should provide a link to the source document. However, when you include other references, you cannot present it as your own work (i.e., plagiarise).