

DESIGN MUSEUM IS

YOUR STUDIO

2014-2015: STUDENT PROJECT BRIEFS (TASTER)



DESIGN
MUSEUM

designmuseum.org

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 DMYourStudio

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Have you downloaded your copy of Your Studio 2014-15 Student Workshops - Tutors Information?

Available from: designmuseum.org/learning/for-colleges-and-further-education/your-studio-extended-further-education-workshops. This includes an introduction to Your Studio and full details of each of the available workshops:

- The Idea Generation
- Exhibition Hack
- Surface Pattern Value

It also covers general booking information and guidance for making the most of your visit.



*Receive your copy of the full version of this pack of Student Project Briefs FREE with your completed 'Your Studio' workshop booking.

INTRODUCTION

TOPICS

1. Learning Objectives for Student Project Briefs
2. Key Level 3 Art & Design BTEC National and Extended units
3. Key UAL Level 3 Art & Design Diploma/ Extended Diploma units

This resource pack has been designed to support Level 3 design tutors to foster their students' engagement with primary source materials during Design Museum study visits. It can also be used to inform online research inspired by the museum and its resources, especially for those unable to make a visit to the museum in London.

The pack contains three Student Project Briefs. Although they do not need to be followed rigidly within timetable, these project ideas are grounded in the Design Museum's temporary exhibition programme for the 2014-15 academic year. Inspired by the exhibition themes, the topics have a strong contemporary focus including:

1. Disruptive Design and Conceptual Design
2. Human Centred Design approaches
3. Exhibition Design systems

LEARNING OBJECTIVES ACROSS ALL STUDENT PROJECT BRIEFS

- Students will explore the particular context of the museum as a research site for designers, with a view to stimulating student's curiosity, intuition and approach to creative risk in developing and communicating their ideas
- Students will develop their understanding of the role of creative play in design thinking and in a 'design team' working environment or studio collaboration.

Many students have a limited knowledge of contextual references, especially within contemporary practice. Many designers speak and write eloquently about the inspiration they found in the work of others, across a wide range of sources and creative artforms.

Your students can draw on their statements and quotes when highlighting reasons for recording images from these sources. Their own primary research, such as photographs, sketchbooks and Smartphone or tablet images, can be accompanied by secondary research materials. These could include postcards available from the Design Museum Shop (useful when graphics or prints are selected, as colour reproductions can be inexact), photocopies or printouts of images from the internet.

“Curiosity is a valuable ingredient of divergent thinking, or coming up with many different possible options and ways of interpreting a problem, which is helpful in generating creative solutions.”

RSA, 2013, blog article:
“Curiosity, Collaboration,
and Cats”

Regardless of whether the qualification is academic or vocational in nature, the assessment objectives against which students are required to produce evidence tend to relate to the following strands:

- A. Development of ideas through primary and secondary investigations into historical and/or contemporary contextual references that show cultural and analytical understanding;
- B. Refinement of ideas through experimentation, review, the selection and safe use of appropriate materials, techniques and processes;
- C. Evidence of the development of these ideas through records, annotations and other insights such as blogs, recordings, photographs or video;
- D. Presentation of personal creative responses and outcomes showing reflective practice and critical understanding that demonstrate connections between all elements of the work from initial research to final outcomes.

RELEVANT LEVEL 3 ART & DESIGN BTEC NATIONAL AND EXTENDED UNITS ARE:

Unit 1: Visual recording in art and design

Unit 2: Materials, techniques and processes in art and design

Unit 3: Ideas and concepts in art and design

Unit 5: Contextual Influences in Art and Design

Unit 6: Application, exploration and realisation in art and design

Unit 7: Design methods in art and design

Unit 12: Computers in art and design

+ relevant specialist units for endorsed or unendorsed qualification titles

“Almost all design proceeds by transforming, combining and adapting elements of previous designs, as well as elements and aspects of other objects, images and phenomena.”

Claudia Eckert and Martin Stacey, 2000, 'Sources of Inspiration: A Language of Design'

RELEVANT UAL LEVEL 3 ART & DESIGN DIPLOMA/ EXTENDED DIPLOMA UNITS ARE:

Unit 1 Introduction to visual language

Unit 2 Introduction to research skills

Unit 3 Introduction to critical and contextual awareness

Unit 4 Introduction to materials, processes and technical skills

Unit 5 Integrated Art & Design Research, Ideas and Methods

Unit 6 An integrated approach to 3D problem solving

Unit 8 Developing an art & design project

Unit 9 Opportunities for progression

Unit 10 Characteristics and contexts

Unit 12 Engaging with an audience



STUDENTS PARTICIPATE IN A DESIGNER-LED
WORKSHOP AT THE DESIGN MUSEUM

DESIGNERS IN RESIDENCE - DISRUPTION AND DISRUPTIVE

SEPTEMBER 2014
TO JANUARY 2015

AT A GLANCE

Inspired by the 'disruptive' designs exhibited in the 2014 Designers in Residence exhibition, this project challenges students to modify, disrupt or subvert an existing design from the Design Museum's Collection app. How can this change improve user experience or create a whole new experience from an established product?



DESIGNERS IN RESIDENCE EXHIBITION, 2013

MATERIALS REQUIRED FOR THIS ACTIVITY

- Sketchbooks + drawing materials
- Smart phones/Ipads with the Design Museum Collections app downloaded onto Smart phones/Cameras for visual research (no flash please)
- Plasticine, thick card and other simple model making materials

RECOMMENDED YOUR STUDIO WORKSHOP(S)

- 'The Idea Generation'
- 'Exhibition Hack'

If you are inspired by this taster, why not find out more about the recommended workshops.

'Your Studio' learning activities have been carefully shaped to provide the perfect springboard for the full extended project brief. Don't forget, you receive these FREE with your booking.

Please see Page 2 for the relevant weblink.

WOMEN FASHION POWER

NOVEMBER 2014
TO APRIL 2015

AT A GLANCE

This project challenges students to explore expressions of power in relation to a variety of client and consumer groups. It invites them to generate surface pattern designs inspired by the multi-layered themes of fashion, politics and identity examined in the Design Museum's exhibition, Women Fashion Power.



PACKAGING FOR 'BLACK NET EXTRA FIRM CONTROL GIRDLE,' 1960S, FROM MARKS & SPENCER ARCHIVE

MATERIALS REQUIRED THIS ACTIVITY

- Sketchbooks
- Wide selection of drawing materials
- Dark paper + scissors
- Smart phones/Cameras for visual research (no flash please)

RECOMMENDED YOUR STUDIO WORKSHOP(S)

- 'Surface Pattern Value'

DESIGNS OF THE YEAR 2015

MARCH TO AUGUST 2015

AT A GLANCE

This project encourages students to create their own design brief by speculating about the future. It emphasises 'futuristic' and 'speculative' design, taking inspiration from successful, innovative examples from the museum's annual Designs of The Year exhibition.



PREVIOUS NOMINATIONS FROM THE ANNUAL
DESIGNS OF THE YEAR EXHIBITION

MATERIALS REQUIRED FOR THIS ACTIVITY

- Sketchbooks + drawing materials
- Smart phones/Cameras for visual research (no flash please)
- Plasticine, thick card and other simple model making materials

RECOMMENDED YOUR STUDIO WORKSHOP(S)

'The Idea Generation'

Do you need more information about any of the 'Your Studio' workshops recommended in this pack?

- 'The Idea Generation'
- 'Exhibition Hack'
- 'Surface Pattern Value'

You are welcome to call the Learning team on:
020 7940 8782

Or send an enquiry to: learning@designmuseum.org

14-19 STUDENT DESIGN COMPETITION

SUBMISSION DEADLINE:
8 DECEMBER 2014

SUGGESTED YOUR STUDIO WORKSHOP(S)

The Idea Generation' (best scheduled at, or soon after, you have launched the competition with your group).



EXTERIOR VIEW OF THE DESIGN MUSEUM
BUILDING, SHAD THAMES, LONDON UK

Any of these template projects could be easily adapted for your students to support this year's 14-19 Student Design Competition Brief, entitled, "SURPRISE."

The Student Design Competition is open to all young people aged 14 - 19 years who are currently studying on UK design courses, or who take a keen interest in design.

The competition links to the Design Museum's current programme of exhibitions which celebrate innovative, forward-looking design and architecture. This year, the competition brief encourages design students to draw on the 2014 Designers in Residence exhibition and its related online content (videos and designers' websites etc) as valuable research material.

Based on the theme that the four residents have responded to, "Disruption" the 2014 Student Design Competition Brief has a particular focus on surprise. It applies the idea of 'disruption' to the context of a museum as a place where experiences are created for visitors: powerful ones, thoughtful ones, intellectual ones, fun and irreverent ones. The brief challenges students to:

- develop designs that promote unexpected experiences in the museum;
- consider how their designs can have an unpredicted positive impact on the user/ visitor and the quality or type of experience they have.

For further details, please download the 2014-15 Brief & Guidelines from the Design Museum website, at: designmuseum.org/learning/for-colleges-and-further-education/14-19-student-design-competition