

DESIGN MUSEUM IS

YOUR STUDIO

YOUR STUDIO 2014-2015: STUDENT WORKSHOPS



DESIGN
MUSEUM

designmuseum.org

🐦 #DMStudio

📍 DMYourStudio

ABOUT THE YOUR STUDIO PROGRAMME

WORKSHOP TITLES

1. 'The Idea Generation'
2. 'Exhibition Hack'
3. 'Surface Pattern Value'

'Your Studio' is the Design Museum's Further Education (FE) workshops programme for Level 3 design students. The programme has been created and mapped to core BTEC and UAL Diploma curricula to give an insight into the professional conditions and responsibilities of designing, as well as the roles of creativity, curiosity and play in creating transformational designs of the future.

There are three 'Your Studio' workshops outlined in this guide, which are available for Sixth Forms and Colleges to book during the 2014-15 academic year. All three workshops are informed by the following themes:

DEMYSTIFYING INDUSTRY

To enrich and extend students' understanding of the real working world of design through case studies of different professional contexts and practices that operate today.

DESIGNERS OF THE FUTURE

To support and nurture potential designers and creative professionals of the future through designer-set briefs, resources and facilitated activities that foster purposeful learning and 'real world' skills.

PLAY AND HAPTIC LEARNING

To provide a flexible framework that meets the needs of post-compulsory design students through opportunities to learn through doing and to emulate professional ways of working.

These overarching themes shape all 'Your Studio' learning activities and resources, resulting in a suite of distinctive workshops structured as follows:

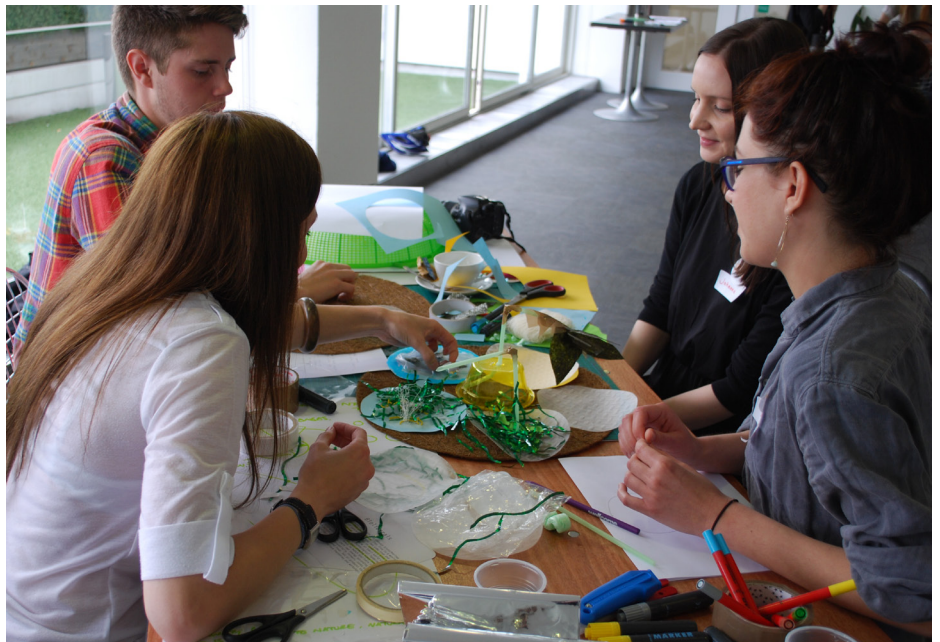
1. Inspiration: Designer case studies and exhibition research
2. Problem: Design Brief (selected in advance by tutors by discipline/course)
3. Methods and Processes: Design thinking and ways of working (prototyping, mood boards, sketching)
4. Review: Presentation/ 'Crit' discussion

Each workshop uses this format to tease out insights into different professional contexts of design. Through creative briefs that provide experiential, hands-on learning opportunities to students, they aim to develop key design and employability skills, while providing a space for reflection

'YOUR STUDIO' WORKSHOPS

AT A GLANCE

In this session, students work in studio teams to define and unpack design problems. They will generate and prototype a range of potential ideas in a fast-paced, playful session inspired by the Design Museum's exhibitions and Handling Collections.



STUDENTS ADDRESS DESIGN BRIEFS THROUGH CREATIVE, HANDS ON ACTIVITY.

'THE IDEA GENERATION'

This specialist workshop provides a creative framework within which students are supported to develop key employability skills, including time management, communication and teamwork. It has been carefully formulated to support Level 3 vocational learners from BTEC/ Diploma design courses to use the Design Museum and its resources, though it is also suitable for AS/A-Level and Foundation students.

- Students work together in a supportive, but fast-paced atmosphere to unpack problems, build their own brief and develop ideas through 'analogue' rapid prototyping using a wide assortment of materials chosen to capture the imagination.
- The workshop culminates in a collaborative outcome, or set of outcomes, that enable learners to reflect on their process and consider how divergent thinking and a playful approach can enhance the level of innovation and commercial viability of their designs.

AT A GLANCE

In this workshop, students will have a 'behind the scenes' glimpse into the design decisions that go into staging an exhibition at the museum. Level 3-4 vocational learners have the chance to work to realistic briefs with the Design Museum as their client, drawing on the institution, its exhibitions, services and users as a context for designing.



EXPLORING THE DESIGN MUSEUM'S DIVERSE EXHIBITIONS FROM A NEW PERSPECTIVE.

'EXHIBITION HACK'

As a key part of its community and potential future contributors, students are invited to use this workshop to reflect on the museum as a design object and as a client. They must respond to its need to constantly reinvent itself to stay fresh and relevant to its users.

- Using a real exhibition designer case study to inform and inspire their learning, students will conduct research into the design systems that make an exhibition experience.
- Students will build their understanding of the different ways designers investigate problems 'in situ' (e.g. by observing and recording users).
- Students will work in multi-disciplinary design teams focussing on the following key puzzles posed by the exhibition in focus:
 1. mobility and access;
 2. navigation and way-finding;
 3. comfort and sociability;
 4. display and learning.
- The teams will develop mock design proposals, representing these professionally and creatively in a digital format, applying their ICT skills to communicate persuasively with their 'client,' the Design Museum. These outcomes will serve as a basis for a whole-group 'crit' to evaluate learning.

AT A GLANCE

In this session, students explore a client-led approach to generating and visualising patterns, developed to express and interpret the Design Museum's values. Students collect primary source material from the museum's exhibitions to generate designs, before testing and adapting these for a range of product applications.



GARMENTS FROM THE POPULAR HELLO, MY NAME IS
PAUL SMITH EXHIBITION, NOVEMBER 2013 – JUNE 2014

'SURFACE PATTERN VALUE'*

This workshop has been specifically created for Level 3 vocational learners and is adaptable to students following Graphics, Product and Spatial design pathways, as well as Fashion.

- The workshop starts off with exploratory gallery research in the museum's vibrant exhibition, Women Fashion Power, as well as drawing on Design Museum Handling Collections to investigate a range of textiles, products and samples.
- Students are briefed to create a pattern that expresses the Design Museum's values, challenging them to reflect on their client's core mission and brand as well as the relationship of pattern to a range of applications and contexts.
- Tutors are encouraged to programme this inspiring design workshop into their curricula as an opportunity to model professional design process, including team collaboration, sketch-booking and visualisation of design ideas to a range of products and surfaces.

*Limited availability October 2014 – April 2015, throughout the duration of the 'Women Fashion Power' exhibition.

NOTES:

BOOKING INFORMATION

£10 per Student*

TELEPHONE
020 7940 8782

EMAIL:
learning@designmuseum.org

Advance booking is essential.

BOOK A YOUR STUDIO WORKSHOP

To enjoy the fullest learning experience, please discuss your students' needs at the time of booking. All 'Your Studio' workshops last approximately 1 hour and 45 minutes. They take place every Friday during term, in two time-slots:

- Morning workshop: 10:30am-12.15pm
- Afternoon workshop: 12:45pm-2.30pm

*Tickets include all-day museum admission and the workshop fee (including specialist facilitation and materials). Tutors are admitted free with their group. They may also request a complementary ticket for a research visit scheduled in advance of their group's workshop to support planning.



TUTORS ROAD-TEST YOUR STUDIO ACTIVITIES AT A CPD COURSE (JULY 2014)

EMBED LEARNING THROUGH EXHIBITION-INSPIRED PROJECT BRIEFS

New for 2014-15: Inspired by the Design Museum's exhibition programme, there are 3 template project ideas designed to complement the current workshops. Have you selected a 'Your Studio' workshop? Now, you have the option to adapt and deliver these projects with your students to further embed the learning from your study visit. Available FREE with all 'Your Studio' bookings. Read more at: designmuseum.org/learning/for-colleges-and-further-education/your-studio