DSGN: Concept Design

Module Title:	Concept Design
Language of Instruction:	English

Credits:	5

NFQ Level:	8

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	Lectures, seminars demonstrations and research based discussion groups. Critical analysis of design concepts, product and production.

Module Aim:	Introduce the student to the idea of concept design. Allow the student to understand the role of concept design in the development cycle, its importance. Allow the student to engage with the principles of concept design, and create engaging and effective concept.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Rapid prototyping methods: Understand the various methods of prototyping available, understand the processes required to go from 2d and 3d designs to machine gcode.
LO2	Gain experience and expertise in using various methods and understand the importance of using the correct method necessary to achieve a good physical model.
LO3	Expression and realisation of ideas. Understand and gain a skill set that allows the student to express conceptual ideas and develop engaging design work. Create a portfolio that demonstrates design understanding, from concept through development to completion

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

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Module Content & Assessment

Indicative Content
Expression and Realisation of Ideas How to take a concept from an initial rough thumbnail right through the process to finish product. Demonstrate skills in content writing, asset production and development
Propose, document, present Enhance skills required to present a design concept, develop and pitch a design project and how to document the process effectively.
Rapid prototyping Investigate various methods of rapid project development. Taking a concept from thumbnail to prototype quickly through a serious of steps. Develop a set of skills need to create a working prototype for client approval, presentation.

Assessment Breakdown	%
Practical	100.00%

No Continuous Assessment

No Project

Practical

Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Practical/Skills Evaluation	The subject will be assessed through the completion of project briefs and the submission of a research journal/ notebook that details their process and outcome of the Concept Design. The delivery of the document will be in stages and assessment will be based on the learners ability to take on feedback and demonstrate progression between stages. Delivery in 4 incremental steps.	1,2,3	20.00	Week 5
Practical/Skills Evaluation	The subject will be assessed through the completion of project briefs and the submission of a research journal/ notebook that details their process and outcome of the Concept Design. The delivery of the document will be in stages and assessment will be based on the learners ability to take on feedback and demonstrate progression between stages. Delivery in 4 incremental steps.	1,2,3	20.00	Week 7
Practical/Skills Evaluation	The subject will be assessed through the completion of project briefs and the submission of a research journal/ notebook that details their process and outcome of the Concept Design. The delivery of the document will be in stages and assessment will be based on the learners ability to take on feedback and demonstrate progression between stages. Delivery in 4 incremental steps.	1,2,3	30.00	Week 10
Practical/Skills Evaluation	The subject will be assessed through the completion of project briefs and the submission of a research journal/ notebook that details their process and outcome of the Concept Design. The delivery of the document will be in stages and assessment will be based on the learners ability to take on feedback and demonstrate progression between stages. Delivery in 4 incremental steps.	1,2,3	30.00	Week 11

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

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Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	12 Weeks per Stage	1.00
Laboratory	12 Weeks per Stage	2.00
Tutorial	12 Weeks per Stage	1.00
Estimated Learner Hours	15 Weeks per Stage	5.13
	Total Hours	125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_KCIAD_B	Bachelor of Science (Honours) in Computing in Interactive Digital Art and Design	8	Mandatory