



江漢大學
JIANGNAN UNIVERSITY

Teaching and Assessment Plan

Design Method

2018-2019 First Semester

Teacher: Dr. Edit Csanák

Name of course supervisor:

1. Propose and content

This module aims to introduce students to the views, practices, and works of leading graphic designers, to begin the process of formulating their design views and working methods. The effects of social and cultural change on typographic design will be addressed, and students will explore the relationship between word meanings and their written expression. During the assignment, the students will be introduced to and will be expected to apply, the design method according to the General Methodology and Theory of Design. Students will also be encouraged to generate solutions producing graphics annotations based on their everyday observations and experiences, and they will be expected to engage in self-lead research activity continuously.

Exploration of the relationship between the product design and the written text are core elements of the subject content. Students will dive in micro and macro aspects of typography, demonstrating the versatility and diversity of typography's practical application. Students will be supposed to explore their ideas in the form of extensive project documentation, focusing on the exploiting their particular strengths of handling the digital media, and by application of the typography, as a core element of contemporary graphic design, present almost on all the products and consumer goods. Presentation skills will be further developed during the submission for examination review. Projects will be integrated into a personal portfolio.

2. Assessment resume

Assessment is continuous throughout the semester. The student is introduced to the assignment at the beginning of the module. It is a single assessment, divided into stages. Each stage will be broken up into micro-phases according to the General Theory of Design: 1. Problem Identification; 2. Applied Research (Research & Methodology); 3. Design Strategy (Draft Designs) and Evaluation of the Solutions (Design Solutions); 4. Finished visual (Results & Visual Presentation of the Best Solution); 5. Reflection (Feedback). The evaluation criteria are pending on the fulfillment of the requirements of these stages.

ASSESSMENT PROJECT: INTEGRATED PRODUCT- AND GRAPHIC DESIGN -

Redesigning of a consumer good with the application of graphic design and typography. In this module, students will be able to develop and construct an individual project of their choice from the beginning of the module. Assessments contain weekly class work, research, and development toward the assignments in this module.

Assignment Stage 1 – Problem identification and applied research: Problem identification according to development necessity of a consumer good upon the individual choice of the student. Analysis of the consumer demand. Identification and formulation of a problem according to an existing consumer good or product, and its graphic design. Market research, and analysis of the collected information. Information on the trends. Activity of the competitors.

Method: Image and data collection, product analysis.

Perception: Paper-based and digital

Means: Digital tools (80%), Analogue tools (20%).

Formative: Notebook, data base, digital or paper-based moodboard.

Phases: 1. Identification and formulation of a problem according to an existing consumer good or product, and its graphic design. 2. Market research. Analysis of the collected information. Visual presentation of the results (Digital or paper-based moodboard). 3. Information gathering on the trends. Activity of the competitors.

Assignment Stage 2 – Methodology: Complex analysis of the collected information.

Method: Analysis, definition.

Perception: Digital format.

Means: Digital tools (90%), analogue tools (10%)

Formative: Electronic documentation.

Phases: 1. Prioritization of needs and the criteria. Formulation of the concept. 2. Definition of the target audience. Exploration of the opportunities 3. Summary of product and graphic design objectives. 4. Evaluation of new product ideas: draft designs, sketches. 5. Deadlines, and time-scheduling.

Assignment Stage 3 – Design strategy and evaluation of the solutions: Development of the design strategy regarding the specificities of the chosen matter.

Method: Ideate: Working out of the draft designs. Evaluation of the design solutions.

Perception: Electronic and paper based documentation.

Means: Digital tools, with additional use of analog ones per individual possibilities.

Formative: Electronic and paper-based documentation.

Phases: 1. Design solutions. 2. Selection of the best ones for the preparation of detailed product designs made by CAD. 3. Working out the graphic designs of the product.

Assignment Stage 4 – Visualization and presentation of the designs and products, elaboration of the project: Finished project documentation and visual.

Method: Elaborate.

Perception: PDF project documentation/hardcopy project portfolio, mock-ups.

Means: Digital tools, with additional use of analog ones per individual possibilities.

Formative: Electronic document, hard copy project portfolio, A1 poster.

Phases: 1. Organization of the data collected, the mood boards, the sketches, designs and graphic designs by satisfying the aesthetical, academic and professional requirements of the document. 2. Preparation of the document. 3. Electronically submission of the document. 4. Preparation of a hard copy document. 5. Preparation of an A1 format poster; submission to the Teacher for acceptance. Printing of the poster.

3. Assessment contents and grading

1. **Assignment Stage 1** – Problem identification according to development necessity of a consumer good upon the individual choice of the student. Format: Analogue and digital tools: Notebook, data base, digital or paper-based moodboard. Type of work: Weekly Classwork + Individual Work. **Deadline: Week 6, 10th October. Grade = 20%** of total Class evaluation.

Requirements: Identification of arising or possible consumer demand regarding a consumer good, object or product, in which the graphic design is a core feature of the object. In-depth analysis of the matter according to the Phase 1 of the schedule.

2. **Assignment Stage 2** – Complex analysis of the collected information. Format: Digital format. Type of work: Weekly Classwork + Individual Work. **Deadline: Week 10, 7th November. Grade = 20%** of total Class evaluation.

Requirements: Analysis of the information according to the Phase 2 of the schedule.

3. **Assignment Stage 3** – Design strategy and evaluation of the solutions. Format: Electronic and paper-based documentation. Type of work: Weekly Classwork + Individual Work. **Deadline: Week 14, 5th December. Grade = 30%** of total Class evaluation.

Requirements: Development of the design strategy regarding the specificities of the chosen matter according to the Phase 3 of the schedule.

4. **Assignment Stage 4** – Visual presentation of the achievements, and elaboration of the results. Format: Electronic and paper-based documentation, A1 poster. Type of work: Weekly Classwork + Individual Work. **Deadline: Week 17, 26th December. Grade = 20%** of total Class evaluation.

Requirements: Development of the project portfolio and final visualization of the project, according to the Phase 4 of the schedule.

A: Electronic project documentation submitted in form of PDF document prior the final exam. **B: Hard copy** of the project documentation. **C: A1 poster** containing the brief description of the research and visualization of the achievements.

Contents of the Project Documentation: 1. The brief description of the task and the individual goals. The achievements of the research process. 2. Methodology. 3. Introduction to design strategy and design solutions; 4. Visualisation of the final results

5. **Attendance: 10%** of the class evaluation. Attendance is checked every day 3x a day.

4. Teaching time and planning

This module is taught in the J17C207 classroom in the School of Design of Jiangan University. Classes took place according to the class schedule.

Name of the course	Total teaching hours of the course	Credits	Teaching hours					Name of textbook	Code	
			Weeks	Hours/week	Total hours	Lectures	Practical work			Tutorial and critics
Design Method	80	5	20	4	80	18	18	44	Bryony Gomez-palacio and Armin Vit: Graphic Design, Referenced	DESN06014
Week	Date	Teaching Contents					Teaching Mode		Notes	
							Lecture	Practical work	Tutorial and critics	
1.	5 Sep	Introduction to the module objectives. Introduction of the course syllabus and the subject. Discussion: What is Design? Analysis of the term Design. Prezi 1/10: WHAT IS DESIGN?					3	1	0	
2.	12 Sep	<u>PRACTICE – INTRODUCTION TO STAGE 1 ASSIGNMENT: INTEGRATED PRODUCT- AND GRAPHIC DESIGN.</u> Discussion on the development possibilities of the products, in general.					2	0	2	
3	19 Sep	Theory of creativity: term, definitions. Theoretic examination of the creative process. Analysis of the term creativity: Are you creative? Prezi 2/10: CREATIVITY AND DESIGN ASSIGNMENT STAGE 1 – Problem identification and applied research: Identification and formulation of a problem according to an existing consumer good or product, and its graphic design. Evaluation of the student ideas, tutorial sessions. Important dates and deadlines.					2	0	2	

4	26 Sep	Product world. Product functions. Product features. The general methodology of product development. Integrated product design. Prezi 3/10: THE PRODUCT WORLD. THE 4 STAGES OF THE PRODUCT DEVELOPMENT ASSIGNMENT STAGE 1 – Problem identification and applied research: <u>Deep</u> dive in special assignments of the project work: Evaluation of the market research, and analysis of the collected information.	1	0	3
	28 Sep	What are the trends? Graphic design trends and product design tendencies. Prezi 4/10: THE TRENDS ASSIGNMENT STAGE 1 – Problem identification and applied research: Activity of the competitors. Information gathering on the trends.	1	0	3
5	5 Oct	ASSIGNMENT STAGE 1 – Problem identification and applied research: Activity of the competitors. Information gathering on the trends.	0	4	0
6	10 Oct	<u>DEADLINE FOR ASSIGNMENT STAGE 1:</u> Evaluation of the delivered documents, tutorial sessions with students.	0	0	4
7	17 Oct	Audiences, markets and concepts. Basics of research: Development of the concept, global thinking and market research. Linear reasoning lateral thinking. Exploratory Drawing. Prezi 5/10: INTEGRATED GRAPHIC DESIGN INTRODUCTION TO ASSIGNMENT STAGE 2 – Methodology: Analysis of the collected information. <u>Prioritization</u> of the needs and criteria. Formulation of objectives, and concept. Definition of the target audience. <u>Exploration</u> of the opportunities. Emphasis on the correlation of the product and the applied graphics.	3	0	1
8	24 Oct	Introduction to graphic design works from the aspect of product design. Prezi: 6/10: CONTEMPORARY GRAPHIC DESIGN FROM THE ASPECT OF PRODUCT DESIGN ASSIGNMENT STAGE 2 – Methodology: Summary of product and graphic design objectives. Evaluation of new product ideas: draft designs, sketches.	2	1	1
9	31 Oct	Aesthetical and technical aspects of the applied Graphic Design. Prezi 7/10: FEATURES OF THE GRAPHIC DESIGN ASSIGNMENT STAGE 2 – Methodology: Evaluation of new product ideas: draft designs, sketches. Time-scheduling.	1	2	1

10	7 Nov	<u>DEADLINE FOR ASSIGNMENT STAGE 2:</u> Evaluation of the delivered documents, tutorial sessions with students.	0	0	4
11	14 Nov	Product and graphic design for packaging. Prezi 8/10: THE PACKAGING INTRODUCTION TO ASSIGNMENT STAGE 3 – Design strategy and evaluation of the solutions: Design solutions. Practical work with students.	1	3	0
12	21 Nov	Knowledge on-line. Prezi 9/10: KNOWLEDGE ON-LINE ASSIGNMENT STAGE 3: Design solutions. Selection of the best ones for the preparation of detailed final designs made by CAD. Tutorial sessions for students work to follow up.	1	2	1
13	28 Nov	ASSIGNMENT STAGE 3: Design solutions. Selection of the best ones for the preparation of detailed final designs made by CAD. Tutorial sessions for students work to follow up.	0	3	1
14	5 Dec	<u>DEADLINE FOR ASSIGNMENT STAGE 3:</u> Evaluation of the delivered documents, tutorial sessions with students.	0	0	4
15	12 Dec	Introduction to famous representatives of design. The role of design in the changing social scenario. Prezi 10/10: DESIGN PRACTICES INTRODUCTION TO ASSIGNMENT STAGE 4 - Presentation of the products – Requirements of the finished visual.	1	2	1
16	19 Dec	ASSIGNMENT STAGE 4: Presentation of the products, finishing of the visual and the project documentation. Preparation of an A1 format poster. Submission to the Teacher for acceptance.	0	0	4
17	26 Dec	ASSIGNMENT STAGE 4: Presentation of the products, finishing of the visual and the project documentation. Submission to the Teacher for acceptance. Printing of the poster. <u>DEADLINE FOR ASSIGNMENT STAGE 4</u>	0	0	4
18	2 Jan	Assessment (Printing of the poster.)	0	0	4
19	9 Jan	Installation and equipping of home exhibition	0	0	4
Total:			18	18	44