



江漢大學
JIANGNAN UNIVERSITY

Assessment Brief Table Summary

Design Method

2018-2019 First Semester

Number of Class	DESN06014
Teacher	Dr. Edit Csanák
Class supervisor	
Name of the Module	Design Method

Assignment:	Stage 1 – Problem identification and applied research
Description :	Problem identification, data- and product analysis.
Requirements for the assessment:	Analysis of the information according to the Phase 2 of the schedule.
Contribution to module assessment:	20%
Submission deadline:	Week 6, 10th October
Materials:	Digital tools (80%), Analogue tools (20%)
Formative:	Notebook, database, digital or paper-based mood board.

Assignment:	Stage 2 – Methodology
Description :	Complex analysis of the collected information.
Requirements for the assessment:	Analysis of the information according to the Phase 2 of the schedule.
Contribution to module assessment	20%
Submission deadline:	10th Week, 7 November
Materials:	Digital tools, with additional use of analog ones per individual possibilities
Formative:	Electronic and paper-based documentation.



Assignment:	Stage 3 – Design strategy and evaluation of the solutions
Description :	Development of the design strategy regarding the specificities of the chosen matter.
Requirements for the assessment:	Development of the design strategy regarding the specificities of the chosen matter according to the Phase 3 of the schedule.
Contribution to module assessment	30%
Submission deadline:	Week 14, 5th December
Materials:	Digital tools, with additional use of analog ones per individual possibilities.
Format:	Electronic and paper-based documentation.

Assignment:	Stage 4 – Presentation of the designs, elaboration of the project
Description :	The visual presentation of the achievements, and elaboration of the project work.
Requirements for the assessment:	Development of the project portfolio and final visualization of the project, according to the Phase 4 of the schedule. Satisfying the aesthetical, academic and professional requirements regarding the document, and the Poster.
Contribution to module assessment	20%
Submission deadline:	Week 17, 26th December
Materials:	Digital tools, with additional use of analog ones per individual possibilities.
Format:	Electronic document, hard copy project portfolio, A1 poster.

Attendance	Evaluation element
Description	Attendance
Requirements	Attendance is checked 3x per session and in individual meetings
Contribution to module assessment (%)	10%

Appendix: Schedule of Project Work 'INTEGRATED PRODUCT- AND GRAPHIC DESIGN'



School of Design – Major: Visual Communication Design
Subject: Design Method

Appendix: Schedule of Project Work □ 2018-2019 School Year, First Semester

INTEGRATED PRODUCT- AND GRAPHIC DESIGN

Project description

Designing a new product is a challenge full of exciting tasks. To do the research collecting information, to analyze the competitor products and consumer demands, to formulate the objectives, to develop a new product along with its graphic design, and to prepare the final visual is multifaceted assignment, which will be assessed through stages.

Necessary tools:

1. **For manual work:** Notebook, paper sheets, and artist tools.
2. **For digital work:** Laptop or PC, Adobe Photoshop, Illustrator or Corel Draw software. Printer.

The 4 stages of the assessment according to the General Theory of the product development:

1. Problem identification and applied research:

- Identification and formulation of a problem according to an existing consumer good or product, and its graphic design.
- Market research. Analysis of the collected information. Activity of the competitors. Information gathering on the trends.

2. Methodology:

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

3. Design strategy and evaluation of the solutions:

- Design solutions. Selection of the best ones for the preparation of detailed final designs made by CAD.
- Working out the graphic designs of the product.

4. Visualization and presentation of the designs and products, elaboration of the project:

- Preparation of project portfolio which contains: 1. The stages of the work (according to this schedule); 2. Visual presentation of the best solution; 3. Analysis of the Feedback. Elaboration of the work in 12-15 pg. PDF document. Electronic and hard copy submission.
- Visualization of the best solution. Preparation of an A1 format poster; Acceptation. Poster printing.

Assessment criteria and review of the achievements will base on¹:

- **Ethics:** Ability to follow directions.
- **Knowledge:** Ability to understand and practically application of the principles „The 4 stages of Product Development”.
- **Aesthetics:** Quality of the product idea and graphic designs, skill, and manual dexterity in use of CAD tools.

Project timeline with important dates:

12 Sep	19 Sept – 10 Oct	17 Oct – 7 Nov	14 Nov – 5 Dec	12 Dec – 26 Dec	2-9 Jan
INTRODUCTION	ASSIGNMENT STAGE 1: Problem identification and applied research	ASSIGNMENT STAGE 2: Methodology	ASSIGNMENT STAGE 3: Design strategy and evaluation of the solutions	ASSIGNMENT STAGE 4: Visualization, presentation, elaboration	ASSESSMENT – Installation and equipping of home exhibition installation

Dr Edit Csanák

12 September, 2018

¹ To see in detail, please check the document Teaching and Assessment Plan, Assessment contents and grading.