Major Project Proposal - Service Design
PGCFAD1010

MODULE DESCRIPTOR

ECTS credits[1]	10	Programme	MA in Service Design
NQF level	9	School	Design
Stage	1	Module Co-ordinator	Dr Caoimhe McMahon
Semester	3	Module Team	School of Design staff
Contact	Caoimhe McMahon		
Responsibility	The NCAD Academic Council and the School of Design Board have responsibility for this module.		

1.   Introduction

This module will enable learners to initiate and state a design project of their choice (by negotiation with their tutor/s) which will encompass information retrieval, collation and interpretation.

The module will develop the learner's ability to understand how to find scholarly and professional literature on the topic that interests them, and relate that literature to their research question. Their goal is to describe what is already known about their topic, how it has been researched by others, and how their question and the research methods they seek to employ differ from that of previous design researchers. This will then enable learners to develop a feasibility study where through a process of analysis and evaluation of a proposed project they will determine if it is required, appropriate and feasible.

This module aims to:

1. Promote the development of written communication skills (project proposals and reflective evaluation), oral communication skills (presentation and group debate) and problem-based learning.

2. Develop students' ability to identify a subject or issue within a professional, social and cultural context for applying design research.

3. Develop students' ability to determine if a project proposal is feasible within an academic and professional context.

2.   What will I learn?

On successful completion of this module students will be able to:

1. REVIEW: demonstrate the ability to identify and review existing literature to establish the design feasibility associated with a creative objective.

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[1] European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year

2. APPLY: demonstrate the ability to employ design practice & research methods, strategies and techniques to explore opportunities, options and the various boundaries of creative practice.

3. PROJECT MANAGE: demonstrate an ability to develop a viable project plan against given time scales and set stages.

3. How will I learn?

Students will learn through a combination of set activities within the studio and self-directed study within and outside the studio.

Learning tool	Hours
Lectures/Tutorials/Workshops	50
Autonomous Student Learning	150
Total Workload	200

4. What learning supports are provided?

Reading lists, suggested websites and other learning supports are included in the project briefs.

5. How will I be assessed?

Assessment tool	% of final grade	Timing	Learning outcomes assessed
Major Project proposal	100%	End of trimester	All learning outcomes
Total	100%		

Students will receive feedback on their progress in the form of formative assessments and informal feedback as well as feedback on summative assessments.

6. What happens if I fail?

Resit Opportunities

Opportunities will be provided during or at the end of the following trimester to students who do not complete all assessments within the trimester of delivery.

7. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	None
Co-requisites	None
Incompatibles	None
Prior learning	Where a student can demonstrate that they have achieved at least 80% of the learning outcomes of this module, by academic certified achievement, or through quantifiable and documented experience, they can apply to the

	School for that prior learning to be recognised. Applications must be received prior to the commencement of delivery of the module.
Recommended	None

8.   When and where is this module offered?

The module is delivered in School of Design studios during trimester 3, the summer trimester.

9.   How will I have the chance to evaluate the module?

It is important to NCAD that students inform the development of teaching and learning at NCAD. We encourage all students to communicate their concerns and their observations about their study to members of staff so that any changes can be made in a timely manner.

About two-thirds of the way through the year, a student forum will be convened to gather students' comments about their study and the delivery of the programme. In addition, at the end of Semester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, you are invited to discuss your experience on the module with your lecturers at any point during the year. You can also relay your comments to the class student representative who will communicate your comments to the staff.

**For further details on the content of your module and teaching arrangements,
consult your Programme or Module Handbook**