

# Strategic Design for Change – Service Design

## PGCFAD1011

### MODULE DESCRIPTOR

ECTS credits <sup>1</sup>	10	Programme	MA Service Design
NQF level	9	School	School of Design
Stage	1	Module Co-ordinator	Caoimhe McMahon
Trimester	2	Module Team	School of Design staff
Contact	Caoimhe McMahon: <a href="mailto:mcmahonc@staff.ncad.ie">mcmahonc@staff.ncad.ie</a>		
Responsibility	The NCAD Academic Council and the School of Design Board have responsibility for this module.		

## 1. Introduction

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The aim of this module is to explore the capacity of design as a critical and collaborative agent of social, cultural and economic change. It also seeks to position design as a creative forum for exploring a dynamic, changing world full of critical, contradictory and provocative ideas. Students will work independently and in groups, giving them the opportunity to work in a self-directed and collaborative manner.

The module considers the potential impact of design on a range of specific topics including human behaviour, societal change and international development. Through a series of lectures and group tutorials students will examine the role of the designer in the 21<sup>st</sup> century in relation to these broad issues.

The module (supports students in the individual exploration of the positive or negative impact of design in the contexts detailed above. Students are supported to develop and present their own ‘Strategic Design for Change’ concepts and will engage with a combination of faculty, industry and external stakeholders in the development and delivery of their projects.

## 2. What will I learn?

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

1. Be aware of some of the major approaches adopted in the application of strategic design processes to real world issues.
2. Have engaged critically with a series of case studies of the application of the strategic design process in design for change.
3. Have the ability to work in a self-directed manner and within a team in a problem-oriented, project-oriented and interdisciplinary way.

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<sup>1</sup> European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year (two trimesters)

4. Have had an opportunity to further develop and apply primary research methods.
5. Have responded to and incorporated research findings and insights in a design project.
6. Have presented design concepts in an open collaborative manner.
7. Have used a variety of techniques to evaluate their solution with relevant stakeholders.
8. Have disseminated and communicated visually and verbally at an appropriate professional standard.

### 3. How will I learn?

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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 and workshops	70
Autonomous student learning	130
<b>Total Workload</b>	<b>200</b>

### 4. What learning supports are provided?

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

### 5. Am I eligible to take this module?

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#### 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

### 6. How will I be assessed?

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

Assessment tool	% of final grade	Timing
Presentation based on a review of a number of case studies and precedents	50%	Mid trimester
Final presentation of design proposition	50%	End of trimester
<b>Total</b>	<b>100%</b>	

Assessment tool	Learning outcomes assessed
Presentation on review of case studies & precedents	All learning outcomes
Final presentation of design proposition	All learning outcomes

## 7. Feedback, results and grading

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### Grading

Students' assessments will be graded using the [NCAD Grade Descriptors](#).

## 8. What happens if I fail?

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### Resit Opportunities

Opportunities will be provided during or at the end of Trimester 1 or 2 to students who do not complete all assessments.

## 9. When and where is this module offered?

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Design Studio	Trimester 2
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## 10. How will I have the chance to evaluate the module?

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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 Trimester 2, students have the opportunity to complete an online evaluation of their study and experience at NCAD. Students are also encouraged to complete the Irish Student Survey of Engagement. These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

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

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