NCAD DUBLIN
National College of Art and Design
A Recognised College of University College Dublin

Design Studio - Major Project - Service Design
PGCFAD1013

MODULE DESCRIPTOR

ECTS credits[1]	15	Programme	MA Service Design
NQF level	9	School	School of Design
Stage	3	Module Co-ordinator	Caoimhe McMahon
Trimester	3	Module Team	School of Design staff
Contact	Caoimhe McMahon: mcmahonc@staff.ncad.ie		
Responsibility	The NCAD Academic Council and the School of Design Board have responsibility for this module.		

1.   Introduction

This module will enable learners to work on a self-selected and generated project, undertaking a wide-ranging and in-depth practical and theoretical investigation into your chosen discipline/field of practice.

Students will be supported to execute projects from both a pragmatic and speculative perspective, demonstrating their ability to prepare and present their work in a variety of contexts and formats both for the purposes of assessment and for the wider dissemination and promotion of their practice to peers, public and a professional audience.

This module aims to:

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

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

- 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.   EXPLORE: Demonstrate independent initiative and self-critical application of original ideas.

2.   DEVELOP: Demonstrate a fully integrated, critical and contextualised relationship between creative practice and research.

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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 (two trimesters)

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3. SYNTHESISE: Generate, evaluate and consolidate original research within the production of realised projects.

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 and workshops	40
Autonomous Student Learning	260
Total Workload	**300**

4. What learning supports are provided?

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

5. Am I eligible to take this module?

Module Requisites and Incompatibles

Pre-requisites	To study this module, students must have successfully completed the module PGCFAD1010 - Major Project Proposal - Service Design
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?

Assessment tool	% of final grade	Timing
Major project submission	100%	End of trimester
Total	**100%**	

Assessment tool	Learning outcomes assessed
Major project submission	All learning outcomes

7. Feedback, results and grading

Feedback

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

Grading

Students' assessments will be graded using the NCAD Grade Descriptors.

8. What happens if I fail?

Opportunities will be provided during or at the end of Trimester 3 or 1 to students who do not complete all assessments.

9. When and where is this module offered?

Design Studio	Trimester 3

10. 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 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**