

Service Design Fundamentals

PGDES1002

MODULE DESCRIPTOR

ECTS credits¹	10	Programme	MA Service Design
NQF level	9	School	School of Design
Stage	1	Module Co-ordinator	Caoimhe McMahon
Trimester	Autumn	Module Team	School of Design staff
Contact	Caoimhe McMahon		
Responsibility	The School of Design Board and the NCAD Academic Council have responsibility for this module.		

1. Introduction

This module focuses on the theoretical underpinnings, contemporary issues, topics and concepts relating to Service Design. The aim of the module is to introduce students to the fundamental principles and processes of the discipline, enabling you to approach studio work from a theoretically informed perspective. The module aims to improve student's awareness of the issues that determine the usability of a designed service. Throughout the module students are introduced to various theories, factors, methods, and tools of Service Design. The module focuses on the interdisciplinary nature of Service Design, covering topics ranging from participatory design to human factors.

2. What will I learn?

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

- Demonstrate knowledge of the history, principles and practice of service design
- Describe the main concepts that influence the design of a service
- Demonstrate awareness of new application areas and advanced technologies
- Demonstrate knowledge and understanding of the principles and practice of user-centred design
- Critically evaluate and engage with contemporary debates regarding the social, cultural, economic and political affordances and impacts of existing, new and emerging design methods

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

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/Seminars/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
Portfolio of module work	100%	End of Trimester	All
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 Trimester 2 or 3 to students who do not complete all assessments. Note that students will not be able to complete the MA programme until they have successfully completed all MA modules, equivalent to 90 credits.

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?

Design Studio	Trimester 1
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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 Trimester 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**