

Service Design Studio

PGDES1029

MODULE DESCRIPTOR

ECTS credits¹	10	Programme	MA in Service Design
NQF level	9	School	School of Design
Stage	1	Module Co-ordinator	Dr Caoimhe McMahon
Trimester	2	Module Team	School of Design staff
Contact	Dr Caoimhe McMahon		
Responsibility	The NCAD Academic Council and the School of Design Board have responsibility for this module.		

1. Introduction

This module is designed to introduce students to the practices and principles involved in assessing the success of service solutions, using a mixed method approach. During this module, students will respond to a design brief by undertaking user-centred research, establishing a benchmark for the current user experience, analysing and synthesising findings, and identifying actionable insights for further exploration. Students will then create a range of service concepts, and generate low medium fidelity experience prototypes that can be evaluated with project stakeholders. Students will refine their ability to communicate service design concepts and processes visually and orally at a professional standard, preparing them for effective stakeholder engagement. Throughout the module students will participate in lectures and workshop activities to equip them with a range of contemporary methods and tools associated with qualitative and quantitative evaluation of service solutions.

2. What will I learn?

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

- Respond to a project brief
- Work in a self-directed manner and within a team in a problem-oriented, project-oriented and interdisciplinary way
- Work with industry and other stakeholders in the development and delivery of projects
- Demonstrate knowledge in the theory and practice of service design
- Demonstrate knowledge of user-centred design and the ability to involve the user in the design process; from ethnographic user studies to evaluation of prototypes and final products
- Conduct, analyse and synthesise both primary and secondary research

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

- Respond to and incorporate research findings and insights in service design projects
- Apply methodologies and techniques in the design, development, prototyping and evaluation of services
- Demonstrate a comprehensive process for solving complicated, multi-faceted problems of design
- Disseminate and communicate visually and orally at an appropriate professional standard

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	70
Autonomous Student Learning	130
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 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 Semester 2 or 3 to students who do not complete all assessments, but students will not be able to complete the 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?

The module is delivered in School of Design studios in Trimester 2.

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.**