

# Brunel Design | Major Project Academic Requirements 2015-2016

## Introduction

This report describes the academic requirements and key deliverables for final year Product Design Major collaborative projects. It is intended as a guide for collaborative partners to understand the level of detail required of students to achieve academic success.

Students working on a collaborative Major project should also provide their client with further details and updates on deadlines.

Student's work on their Major projects during their final year studies at Brunel University from October – April the following year (approx. 400 hours). In addition, they are studying additional design modules (e.g. Design for Manufacture, Graphics, Lighting, etc.). Please ask your student to explain what additional modules they are studying this year. The programme is full time and demanding so efficient and effective project management is essential.

## Purpose and expectation

The Major Design Project is a student-centred piece of work. It requires a high degree of commitment, motivation, resourcefulness and stamina! The project should be chosen and its interpretation should enable the candidate's range of abilities to be fully extended, exemplified and assessed. It should be wholly manageable within the time and resources available. In this context, resources include materials, facilities, finances and assistance sought whether within the collaborating organisation, the School or elsewhere. Topics that can be concluded with the definition of a tangible product or service package (or equivalently acceptable prototype or system/ form model combination) are usually the most appropriate.

Assessment of the Major Project is under five main headings:

Deliverable	Deadline
Interim Development Process & Viva (15%)	
Project Development (20%)	
Final Report (30%)	
Final Design (30%)	
Final Viva Presentation (5%)	

## Interim Development Progress

The Interim Development Process stage constitutes 15% of the Major Project.

The student will give a summary of preliminary research (contained within the Interim Development Report) and a first design proposal/prototype. This will demonstrate the design thinking to date with modified aims and objectives of the Project. 2D and 3D design proposals are mandatory at this stage.

There are three main assessment elements:

1. The Development Process - 40% of the assessment.

Evidence of clear design process understanding, progress and documentation of decisions made and time management. Quality of problem identification, understanding, analysis of design proposals and the evaluation and conclusions.

2. Preliminary Report - 40% of the assessment.

The quality of the broad and systematic exploration of the project theme including research quality, referencing and citation, Design Brief, Product Design Specification or, in the case of projects where there is no product, a User Requirement Specification (URS) relevant to the project.

3. The Viva Presentation - 20% of the assessment.

A formal 15-minute presentation including communication of the distillation of key decisions made with proposed design directions to be pursued.

## **Project Development**

This element forms 20% of the module mark.

The Project Development is the work carried out through the duration of the Major Project since the Interim Progress Development assessment in December. This section is concerned with tutorial attendance, project management, the proactive nature of the design development process, the keeping of Project Log Books and the development progress made through the project.

## **Final Report**

This element forms 30% of the module mark.

This contains the externalisation of the whole product development and will be marked as a comprehensive and complete document of the journey travelled. This document externalises all design process thinking and validates a breadth of research undertaken to underpin the study. It should contain a quality of understanding of the research undertaken, a systematic and detailed exploration of the project context and an analysis and design synthesis.

## **Final Design**

This element forms 30% of the module mark.

This is the last iteration; the last model, renderings, prototypes, engineering drawings, material swatches. Artefact(s) could be the final design specification of the designed product or system through submitted CDs containing computer animations or a literature package.

This element is concerned with realisation, the proving principle prototype, external form, interface, materials, finishes, design for manufacture, technical communication. It incorporates engineering drawings and externalisation of the final design proposal.

## **Final Viva**

This element forms 5% of the module mark.

The aims, objectives, key elements and outcomes of the project will be summarised in a 15-minute presentation followed by a Q&A session.

## Additional Activities and Deadlines

The following table highlights other deadlines that relate to the Major project journey.

Deliverable	Deadline
Academic Supervisors are selected & weekly Major Project tutorials start	October
Collaborative project contract sent to company for approval	October
Review by Company of materials for the Industrial Review evening	Nov
Industrial Review Evenings	Mid Nov
Preliminary Product Design Specification (or URS) and Project Plan	Nov
Revised Project Plan	January
Design development Review & final design proposal discussed with academic supervisor	February
Made in Brunel Design Showcase	Mid- June

### Industrial Review Evenings (Mid November, evening at Brunel)

An annual event where collaborative partner companies will be invited to Brunel to take part in an Industry Review Evening where your student, along with their peers, will receive feedback from leading industrial Design experts to help guide and steer early design thinking and direction. Your student will have the opportunity to talk to between 5 – 8 experts during the evening from diverse backgrounds and experiences who will freely advise on topics such as design practice, consumer behaviour, materials, research and useful contacts. Many of the experts are Brunel Alumni and therefore understand the project challenges. All experts sign an NDA regarding confidentiality.

Your student will be asked to prepare an A2 board for the evening containing the project title, image and short 50 word summary of the project to date (e.g. project aim, research insights, early design opportunities/challenges/sketches).

You will be asked by your student to review this material before it gets printed.

**2 weeks before the Review** – Deadline to agree content of the board to be used at the Industrial Review Evening

We will send you more information about this event.

### Contacts

Please contact [paula.neal@brunel.ac.uk](mailto:paula.neal@brunel.ac.uk) or 01895 265431 if you have any questions about the collaborative project process or wish to discuss student progress.

We look forward to working with you and seeing the amazing results of your project!