

Course Title: **Industrial Design Practice I**

Course Code: **PRDD511**

Descriptor Start Date: **01/01/2023**

POINTS: **30.00**

LEVEL: **5**

PREREQUISITE/S: **DESN511**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 300

PRESCRIPTOR

Introduces and explores fundamental principles, processes, and techniques for Industrial Design practice. Synthesises and communicates design projects underpinned by theories and contexts. Establishes Industrial Design practice within a creative studio environment.

LEARNING OUTCOMES

1. Apply design processes and techniques in Industrial Design practice.
2. Explores and discusses theories and contexts of design practice.
3. Synthesises and communicates design projects using appropriate media and technologies.
4. Contributes to a cooperative studio environment, guided by the principles of mātauranga Māori.

CONTENT

- Industrial Design methods, processes and tools, including Human Centred Design.
- 3D design principles and aesthetics.
- Drawing and communication skills for Industrial Design.
- Introduction to specialised technical or theoretical knowledge related to design practice.
- Integration of theoretical and contextual perspectives into design practice.
- Design projects are oriented to personal, whānau, familial or community contexts, with theoretical and practical learning.

LEARNING & TEACHING STRATEGIES

Disclaimer: Course descriptors may be amended between teaching periods/semesters

The pedagogical approach will emphasise student-centred learning through a blended work environment. There will be a variable mix of individual and group meetings, workshops, seminars, tutorials, presentations, guest critics and the use of Canvas (Learning Management System).

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Formative Assessment	0.00	1 - 4
Industrial Design Project	100.00	1 - 4

Grade Map	MAP1
	A+ A A- Pass with Distinction
	B+ B B- Pass with Merit
	C+ C C- Pass
	D Fail

Overall requirement/s to pass the course:

To gain a pass in this course, a student needs to submit work for all summative assessments and obtain at least a 50% passing grade overall.

LEARNING RESOURCES

No prescribed text. Recommended reading lists will be supplied.

For further information, contact: Te Ara Auaha - Faculty of Design & Creative Technologies

Principal Programme: AK3619, Bachelor of Design Te Tohu Paetahi mō te Hoahoa

Related Programme/s: AK3352

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