

Course Title: **Industrial Design Context II**

Course Code: **PRDD703**

Descriptor Start Date: **01/01/2021**

Descriptor End Date: **31/12/2024**

POINTS: **15.00**

LEVEL: **7**

PREREQUISITE/S: **PRDD503**

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: 150

PRESCRIPTOR

Examines advanced concepts, contexts and key critical models, theories, and frameworks that drive current and future domains of product design and innovation. Further develops a critical awareness of product design through exploring interdisciplinary design research methods.

LEARNING OUTCOMES

1. Evaluate relevant theories and their relationship to product (industrial) design and related areas
2. Demonstrate how design can contribute social innovation and sustainability; and
3. Apply theory critically in discussing future directions and contexts of product design.
4. Explain ideas through coherent, appropriate and well researched written material.
5. Utilise and apply appropriate research, referencing and bibliographic tools.

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

CONTENT

- Meaning and emotion in design
- 'Values' in design
- Design for sustainability
- Social innovation
- Long-termism, slow design, open design, and/or meta-design
- Design for emotional durability
- Introduction to design research techniques and methods
- Academic research and writing
- Future scenarios for design

LEARNING & TEACHING STRATEGIES

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 the Learning Management System.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Research Project	100.00	1,2,3,4,5

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, the student needs to submit work for all summative assessments and achieve a minimum overall grade of C-

LEARNING RESOURCES

There are no prescribed text/s. Required and recommended readings and resources will be indicated at the beginning of the academic year.

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:

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