

## COURSE CONTENT

<b>Course Code</b>	DD4004
<b>Course Title</b>	Final Year Project - Design Art
<b>Pre-requisites</b>	DM3010 Project Development and Planning or DR3005 Product Design IV or DV3008 Visual Communication IV or upon approval
<b>No of AUs</b>	9
<b>Contact Hours</b>	39 hours of contact and 39 hours of out of classroom consultation

### **Course Aims**

In this year long course, you will work within a clear schedule towards the creation of an original design art project and a written thesis leading up to a degree project exhibition. You will explore and develop your personal direction through a rigorous process of research, design experimentation, production, writing and presentation.

### **Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

1. Examine and locate your interest in the field of design art, as well as your critical perspectives on the field and its interface with other disciplines.
2. Formulate a rationale and suitable design methodology that supports your design inquiry.
3. Apply appropriate techniques, and design research strategies to support analysis, development and synthesis of content and critical perspective.
4. Present your design art project in a clear and cohesive manner through various media and visual presentations in review and exhibition settings.
5. Contribute to the learning environment by participating positively to class discussion, critiques and design art activities.

### **Course Content**

#### **Design Art Project**

As the Design Art programme has various pathways in Interaction Design, Product Design and Visual Communication, the project you develop may be within one design discipline or interdisciplinary in nature. The topic for your project can be from your own choosing or from a variety of themes suggested by the faculty and school.

Possible outcomes and output from your projects may be in the form of objects, services, experiences, games, installations, environments, immersive environments, branding, and publications, amongst others.

#### **Design Process**

You will begin your process with research and analysis of your topic, culminating in a project statement. This statement will then inform the development of design concepts, including prototype iterations, that respond to key criteria highlighted in your design statement. Through a process of selection and refinement, a final design solution will be taken forward for final production.

You may develop your project through various stages as listed below. You can expect to go through these stages in a non-linear fashion through many stages of iteration.

- **Design Research:**
  - Literature/ Existing works Review
  - Artist/ Designer review and critique
  - Design methodology
  - Audience/ User research
  - Primary research
  - Project statement
  
- **Design Concept Development:**
  - Ideation
  - Contextualization
  - Iteration
  - Prototyping & Modeling
  
- **Design Refinement:**
  - Production techniques
  - Iterative Prototyping
  - Testing/ Debugging
  - Material exploration
  - Aesthetic refinement
  
- **Final Production:**
  - Production, Fabrication and Assembly
  - Material application
  - Aesthetic finishing

**Final Year Project Exhibition**

You will create high quality works to present your project at a public exhibition. You are also expected to develop appropriate communications for your project to reach a wide audience.

**Final Year Project Report**

You are required to produce and submit a final year project report for archival and showcase purposes. The expected word count is between 1,500 to 6,000 words.

**Assessment (includes both continuous and summative assessment)**

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
<b>Continuous Assessment:</b> Presentation 1 – 15% Presentation 2 – 15%	1,2,3,4	N.A	30	Individual

<b>Final Exhibition:</b> Presentation 3 (Final Exhibition review) – 25% Presentation 4 (Exhibition Design) – 10%	1,2,3,4	N.A	35	Individual
<b>FYP Report:</b>	1,2,3,4	N.A	15	Individual
<b>Continuous Assessment:</b> Participation Semester 1 – 10% Participation Semester 2 – 10%	5	N.A	20	Individual
Total			100%	

## Reading and References

1. Laurel, Brenda. *Design research: methods and perspectives*. MIT press, 2003.
2. Muratovski, Gjoko. *Research for designers: A guide to methods and practice*. Sage, 2015.
3. O'Grady, Jennifer Visocky, and Ken O'Grady. *A designer's research manual: succeed in design by knowing your clients and what they really need*. Rockport Publishers, 2009.

## Course Policies and Student Responsibilities

### (1) General

You are expected to complete all assigned readings, activities, assignments, attend all classes punctually and complete all scheduled assignments by due dates. You are expected to take responsibility to follow up with assignments and course related announcements. You are expected to participate in all project critiques, class discussions and activities.

### (2) Punctuality

You are expected to be punctual for all classes. If you are more than 30 minutes late, you will be deemed as absent and will not be able to sign on the attendance register.

### (3) Absenteeism

In-class activities make up a significant portion of your course grade. Absence from class without a valid reason will affect your participation grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies. There will be no make-up opportunities for in-class activities.

## Academic Integrity

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values.

As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic

fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the [academic integrity website](#) for more information. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

### Planned Weekly Schedule\*

\*Subjected to adjustment by instructor according to students' progress, public holidays and unforeseeable circumstances.

Week	Topic	Course LO	Readings/ Activities
1 -3	<b>Design Research:</b> Literature/ Existing Works review Artist/ Designer critique and review	1,2,3,4,5	<b>Tutorial:</b> Design research discussion and critique
4-7	<b>Design Research:</b> Design methodology Audience/ User research Primary research  <b>Project statement</b>  <b>Student Presentation 1</b>	1,2,3,4,5	<b>Tutorial:</b> Design research discussion and critique  <b>Student Presentations</b> Project statement and design research review
8-10	<b>Design Concept Development:</b> Ideation Contextualization  <b>Design Research:</b> Design methodology Audience/ User research Primary research	1,2,3,4,5	<b>Tutorial:</b> Design concept discussion and critique Design research discussion and critique
11-13	<b>Design Concept Development:</b> Iteration Prototyping & Modelling  <b>Design Research:</b> Design methodology Audience/ User research Primary research  <b>Student Presentation 2</b>	1,2,3,4,5	<b>Tutorial:</b> Design concept discussion and critique Design research discussion and critique  <b>Student Presentations</b> Project Concept Design review
14-16	<b>Design Refinement:</b> Production techniques Iterative Prototyping	1,2,3,4,5	<b>Tutorial:</b> Design refinement discussion and critique

17-20	<b>Design Refinement:</b> Testing/ Debugging Material exploration Aesthetic refinement	1,2,3,4,5	<b>Tutorial:</b> Design refinement discussion and critique  <b>Student Presentations</b> Project design refinement review
21-23	<b>Final Production:</b> Production, Fabrication and Assembly Material application Aesthetic finishing	1,2,3,4,5	<b>Tutorial:</b> Final production discussion and critique
24-26	<b>Final Production:</b> Production, Fabrication and Assembly Material application Aesthetic finishing  <b>FYP Exhibition:</b> Exhibition planning Communications and graphics	1,2,3,4,5	<b>Tutorial:</b> Final production discussion and critique Exhibition discussion and critique  <b>Student Presentations</b> Final presentations (Schedule may vary among pathways)
TBA	<b>FYP Exhibition:</b> Exhibition setup, display and takedown	2,3,4,5	<b>FYP Exhibition review</b> Grading of project exhibition
TBA	<b>FYP Report</b>	1,2,3,4	<b>FYP report submission</b> Grading by supervisor/ co-supervisor Submission to Library