

COURSE CONTENT

Course Code	DM3010
Course Title	Project Development and Planning
Pre-requisites	Study Year 3 & above
No of AUs	3
Contact Hours	39 hours studio contact

Course Aims

This course will focus on project development and planning for the Final Year Thesis project. It is designed for the third year student who will soon face the need to define and execute his or her FYP. You will develop a project plan and learn to understand critical project phases. You will form an understanding of time and resource constraints as you plan your FYP. You will be able to understand your works in the terms of a project and use appropriate planning methodology. You will be expected to develop a working proposal for your FYP project by the end of the course.

Intended Learning Outcomes (ILO)

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

1. Identify and discuss design methods used to develop a project and exhibition design.
2. Describe case studies of works in media art and design that would demonstrate a clear understanding of steps taken to develop the chosen work.
3. Acquire practice-based research methods in order to conceptualize, plan and develop a working proposal for a final year project.
4. Develop skills to contribute constructively to class discussions and critique for your work and your peers in project development.
5. Present a response in the form of a working proposal that responds to concepts outlined in the course.

Course Content

In this course you will be learning various techniques that will help you plan your final year project. Field trips, topical lectures and guest speakers will be introduced throughout the course so that you may be exposed to examples of project conceptualization, design and exhibition development in order to later develop a working proposal for your FYP.

You will be required to research a case study of an artist work as it pertains to project development and planning. Based on your research, you will form a strategy to further the development of your own project. You will be required to acquire any necessary skills and knowledge in order to continue your investigation, as you work towards a response.

Finally, you will present your response, describing your analysis, strategy, design process, and your proposed solution.

Class structure will vary and is in large part determined by the nature of the topic and the nature of the design response. Maturity and the ability to work independently is expected in this course.

Class assignments

The base structure for assignments is two major assessment points:

1. Mid-semester presentation – Presentation on case study of artwork/exhibition
2. Final Project Presentation and hand-in - Final Project Response

Class activities, selected readings and responses, discussions and critique will contribute towards continuous assessment.

Assessment (includes both continuous and summative assessment)

Component	ILO Tested	Programme LO	Weighting	Team/ Individual
Continuous Assessment Mid semester presentation	1,2,3,4	N.A	40	Individual
Final Project: Presentation and handin	1,3,4,5	N.A	40	Individual
Continuous Assessment: Participation	4	N.A	20	Individual
Total			100%	

Reading and References

1. Goodwin, Kim. *Designing for the Digital Age: How to Create Human Centered Products and Services*. Indianapolis: Wiley Publishing, 2009.
2. Grau, Oliver, ed. *Media Art Histories*. Cambridge: MIT Press, 2007.
3. Löwgren, Jonas and Stolterman, Erik. *Thoughtful Interaction Design: A Design Perspective on Information Technology*. Cambridge, Massachusetts: The MIT Press, 2004.
4. William G. Ramroth. *Project Management for Design Professionals*. Chicago: AEC Education, 2006.
5. Wardrip-Fruin, Noah and Montfort, Nick. *The New Media Reader*. Cambridge: MIT Press, 2003.

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*

*Subject to adjustment by instructor according to the teaching situation, students' progress, public holidays and unforeseeable circumstances. A revised schedule will be issued to students at the start of the semester.

Week	Topic	Course LO	Readings/ Activities
1	Establishment of topic	1,2,3,4	Introductory lecture and overview of course Activity: Students introduce themselves, highlighting their creative works and inspirational artists.
2	Crafting a Biography	1,2,3,4	Class discussion and activity: Students will design their biography. Activity: Case study of inspirational artist work
3	Case Study of Artist	1,2,3,4	Activity: Case study of inspirational artist is shared in class Reading: TBD
4	Case Study of Exhibition	1,2,3,4	Activity: Case study of exhibition design Reading: TBD

5-6	Presentation Development	1,2,3,4,5	Project 1: Students in studio work. Continuous assessment and feedback during development. Reading: TBD
7	Student Presentations for Project 1: Case Study of Artist & Exhibition	1,2,3,4	Mid-term presentations in class
8	Project 2: Project Development	1,2,3,4	Concept Development for Project 2: Develop concept for FYP Activity: Ideation Exercises Reading: TBD
9	Project 2 Development: Student Presentations	1,2,3,4	Workshops and studio sessions Student presentations on project 2: present 3 different concepts & constructively critique in class
10-11	Project 2 Refinement: Project Development & Iteration	1,2,3,4,5	Workshops and studio sessions Project 2: Students in studio work. Select concept and plan development & progress of project, design strategy, possible ways forward. Continuous assessment and feedback during development.
12	Project 2: Develop Final Presentations	1,2,3,4,5	Students develop their design response and presentation of Project 2 – Final Project Response
13	Final Presentation and hand-in	1,2,3,4,5	Final Presentation and hand-in