

Project Staff

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Final Project Brief 2025

v.02.12

Aims of the module

This Final Project offers a framework for self-discovery and an opportunity to deploy skills and Knowledge gained so far on the programme to develop into an interdisciplinary project. It allows you to build a body of work that creates clarity and understanding of your interests within Communication Design.

in this module you will:

- develop a high-quality information and interface design research proposal that critically engages with key contemporary issues within the industry and/or discipline.
- Define a clear research question or problem space and apply valid research.
- Use methods, design development and media production techniques.
- Reflect critically on practice work in relation to a professional or academic.
- Develop context drawings on relevant concepts and theory.
- Select and pursue strategies for managing projects, deadlines and consultation with external sources.
- Communicate the process and outcomes of design research activities in a well-organised, logical and accessible manner.

Introduction

The Final Project, is a step up from assessment projects on earlier projects.

- The overarching influences for the module, workshops and your chosen project are:
- The notion of 'paradigm shift';
- The concept of Speculative Design as a tool, philosophy and a catalyst for social dreaming;
- The A/B Manifesto of Anthony Dunne and Fiona Raby in their 2013 Book Speculative Everything;
- The extended definitions of 'communication design', 'curiosity', and 'making the world a better place'.

Brief

Part One: Workshop Week - Mo09-Fr13/06/25

The module begins with a series of hands-on workshops designed to help you identify a suitable topic and challenge for your final project. In these workshops you will explore project challenges through will work through ideation techniques and methods to help you find a viable topic and project. These should:

- fit within the remit of 'communication design' upon which your Final Project will be based.
- respond to the B-side of the four of the A vs B contrasting line items from the A/B manifesto. You will be randomly allocated three of these items and also be able to add a fourth item of your own choice.



- The workshops will also walk-through the Final Project process and how it differs from the modules you have studied in Semesters 1&2.

By the end of Part One you should be able to design your topic and challenge and produce a brief for yourself and the your project. You will also know the identity of your supervising tutor, with whom you will work for Part Two of the module.

Part Two Mo16/06-Fr01/08/25

Contact with your tutor takes place in Part Two. This will be organised by your supervising tutor. They will let you know the pattern of use of supervision meetings and location. Typically, this will be small group meetings in the early weeks and moving towards 1-1 meetings in the later weeks of Part Two. The majority of sessions will likely be in-person at WSA. However, there will be some limited availability of online/Teams-based sessions.

You will need a final draft of your project challenge and brief, ready and available for the supervision sessions in the first week of Part Two.

Part Two of the module will conclude with a WiP style session for all students. This will take place at WSA on We30/07/25. Further details will be discussed in the Workshop Week and your supervision sessions.

Part Three Sa02/08 - Mo01/09/25

Part Three is also known as the *Independent Study Period*. Here you work without supervision to complete your Final Project and prepare everything for submission at the beginning of September.

Assessment deliverables

Three key elements listed below.

1 Written project brief (Part One)

Develop a brief for your project in the form of a high-quality proposal critically engaging with key contemporary issues and relevant to the project guidelines and influences. Keep this sharp and concise. It's not an essay but a proposal / initial plan for your project. Use the How Might We process to work through this.

Use the headings below and keep everything to one side of A4.

Your Name:

Supervisor: *

Working title (not essential atm):

A/B Manifesto influencers: - chose four, one from each section (see slide elsewhere)

Design goal (max 100 words):

Theme(s) make a list from your research: - choose one

Insight(s) List up to 3 (max 150 words):

POV(s) according to insights (one sentence each):

HMW(s) (1 main plus a secondary HMW if you want):

2 Final Outcomes (Parts Two and Three – July to August)

- Project artefacts and outcomes

These must be finished to the highest quality and showcased on your website. This should have straightforward navigation, attention to detail and copy. This is your opportunity to show the final work and the thinking behind it.

Examples of outcomes might include Website Design, App Design, Books (e-book or printed matter), and Advertising displays.

- Research and Process (Throughout the module)

For the assessment, staff will expect to see critical developmental moments from your sketchbooks and added to your websites. You might want to explore ways to 'record' an analogue sketchbook in digital forms. Eg scanning pages making short

Module learning outcomes

This project covers all the module learning outcomes.

A. Knowledge and understanding

Having successfully completed the module, you will be able to demonstrate knowledge and understanding of:

A1. How to use design research theory and practice to translate complex issues into tangible information and interface design proposals

A2. The wider contexts that the design proposal sits within (political, social, cultural, technological, and economic).

B. Subject Specific Intellectual and Research Skills

Having successfully completed the module, you will be able to:

B1. Demonstrate expertise in sustained, in-depth

and relevant research from diverse sources.

B2. Exhibit advanced critical and analytical skills, synthesise ideas, realise innovative and sophisticated design proposals.

C. Transferable and Generic Skills

Having successfully completed the module, you will be able to:

C1. Communicate the process and outcomes of design activities at an advanced level via a range of outputs.

C2.

Select and pursue strategies for effectively managing projects, deadlines and consultations with external sources.

D. Subject Specific Practical Skills

Having successfully completed the module, you will be able to:

D1. Demonstrate an advanced ability to apply valid research methods, design development and media production techniques

D2. Demonstrate high level of fluency in a design approach relevant to a selected graduate context D3. Use an experimental approach to explore issues from a commercial and/or critical perspective.

Indicative resources

Please see MS Teams for key reading material.

General reading for this module also includes:

Dunne, A., & Raby, F., (2013) *Speculative Everything*. MIT Press. 2013

Barnard, M. (2013) *Graphic Design as Communication* Publisher: Routledge
Baldwin, J. & Roberts, L. (2006) *Visual Communication: From Theory to Practice* Publisher: AVA Publishing

Dubberly, H. (2004) *How do you Design?* A

Compendium of Models http://www.dubberly.com/wp-content/uploads/2008/06/ddo_designprocess.pdf

films, and sound bites - you decide what works for you. Just make sure you show this with the submission as it's part of the assessed work.

- Your mid-project zine

3 1500 words Project Report (Part Three)

Write a reflective report outlining your findings and ground the project professionally or in a scholarly context. You should use a range of appropriate references to inform this text. A report template will be provided for you to help with the formatting. Cite key academic references (academic journal paper, news article, industry report, / video, book) to discuss how this announces the project briefly. Use c.400 words of your report to discuss how your project and the work you have done shifts your design thinking from the A side to B side of the four A/B Manifesto influencers you chose as part of your Written Project Brief. Also include your full names - Chinese and English, your tutors name and your University website URL address.

Note

The PDF Report will need to be submitted by the deadline on Blackboard, Turnitin. At that point, the most recent version of your report will be the one that is marked. Be aware that Turnitin can slow down when it gets busy. As the deadline gets closer, the more active it gets. You are therefore advised to **SUBMIT IN GOOD TIME BEFORE THE DEADLINE** to allow for delays. Submitting on time is your responsibility. Late submission will mean a penalty on your mark.

Ingledew, J. (2011) *The A-Z of Visual Ideas: How to Solve any Creative Brief* Publisher: Laurence King

Kirk A, *Data Visualisation: A handbook for data-driven design*, Sage Publications, 2016

Designing with and for data Marshall, L. & Meachem, L. (2010) *How to use images* Publisher: Laurence King

Noble, I. & R. Bestley, 2011, *Visual Research: An Introduction to Research Methodologies in Graphic Design*. AVA Publishing.

- Rose, D *Enchanted Objects: Innovation, Design, and the Future of Technology*, Scribner Book Company, 2015

- DIEP Framework <http://bit.ly/2Elk6fr>

- DIEP in Detail <http://bit.ly/2vLC6j>

Book. Jesse James Garrett. *The Elements of User Experience: User-Centered Design for the Web and Beyond* (2nd Edition) (Voices That Matter). Pearson Education. 2011.

Book. Donald Norman. *Emotional Design: Why we love (or hate) everyday things*. Basic Books. 2004. An extract from chapter 2 is available for reading on Blackboard.

Academic Integrity

It is important that the work you submit for assessment is your own and does not include material that has been submitted for previous modules. Any third party elements must be clearly cited. For detailed guidance about plagiarism and the broader Academic Integrity policy of the University of Southampton please refer to the document: Academic Integrity Guidance for Students.

Health & Safety

In conducting this project, you should always operate in such a way as to ensure your personal safety and security as well as being mindful of your impact on others. Travel with a friend, preferably in daylight hours, and take particular care using and carrying equipment such as cameras, phones etc. Carry your UoS ID and always approach interviewees by informing them that you are undertaking a university-based assessment task. Avoid talking directly to children without parental/teacher permission. If you plan to photograph people or property, ask permission before taking any pictures.

Images

AL Gran Canaria c1992

