

VIS352 Design Research

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

Research is key in transforming design as a pure art into an applied art. Having sound research as a backing, designers will be better equipped to communicate the strategic values of their design to their business colleagues and clients. By carrying out research on the design challenges and intended audiences, designers can have a greater assurance in delivering innovative designs that delivers better value. This course explores the concept of researchdriven design, how it has been used in the past, and the tools that designers use to inform and ensure the success of their creative projects. It emphasizes the methodology, strategies and tactics of design research and documentation process, so as to equip students with the skills and knowledge to carry out independent design research.

Topics:

- Definition of Research Driven Design
- A Historical Perspective of Design Research
- Methods of Research
- Research and Processes
- Documentation of Research
- Articulating Value
- Research for Student Designers
- Review of selected Case Studies

Learning Outcome:

- Appraise the historical perspective of research-driven design
- Analyse the different methods of design research
- Apply strategies and tactics in design research
- Discuss the process of research-driven design
- Examine the documentation of design research
- Recommend research methodology for student designers
- Demonstrate design research ideas using case studies
- Employ creative design skills to enhance the value of visual communication projects
- Apply essential knowledge and interpersonal skills to work effectively as a team to meet the client's objectives
- Demonstrate written proficiency
- Give oral presentations in areas related to design

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
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Overall Continuous Assessment	QUIZ 1	20
	GROUP BASED ASSIGNMENT 1	30
Overall Examinable Components	ECA-REPORT	32.5
	ECA-POWERPOINT	5
	ECA-VIDEO	12.5
Total		100

*The information listed is subject to review and change.