

**SCHOOL OF ARCHITECTURE AND CONSTRUCTION
DESIGN DEPARTMENT
SESSION 2009/10
TERM 2**

| | |
|--|--|
| COURSE CODE* | ENVT1010 |
| COURSE TITLE* | Advanced Representation |
| COURSE CO-ORDINATOR: | David Watson |
| ELEMENT/ITEM OF ASSESSMENT* | |
| WEIGHTING OF ELEMENT/ITEM WITHIN COURSE* | |
| ASSESSMENT CRITERIA ARE: | As published in this Brief |
| OTHER ELEMENTS WITHIN COURSE | |
| TUTOR RESPONSIBLE FOR THIS ELEMENT/ITEM: | David Watson |
| YEAR GROUP: | FDAL3/PDAL4/3DD3/GDD3/GD3/PGD4 |
| TUTORIAL GROUP/ATELIER GROUP/ INTEREST GROUP: | |
| TITLE FOR THIS BRIEF: | Creating Your Brand |
| ANY OTHER INFORMATION: | |
| DATE HANDED OUT: | 21 st January 2010 |
| PROJECT WORK | |
| Crit Date: | Various |
| Portfolio Assessment: | n/a |
| Date for collection of assessed project/portfolio: | n/a |
| Date(s) for feedback sessions(s): | Various |
| COURSEWORK | |
| Hand-in Date: | Various (see this brief) |
| Date for collection of marked coursework: | Various (see this brief) |
| Hand in details: | |
| Coursework: | Hand-in by the deadline at the Registry (Southwood Site) Mon-Thurs 9-6pm, Fri 9-5pm |
| Design/Visual Studies Portfolio: | Hand-in at School as per arrangements made by course co-ordinator. |
| In all cases: | Please hand in with a course header sheet (bar coded) |

*As per programme document and course charts.

Advanced Representation



IMPORTANT NOTICE: It is the responsibility of each student to keep a copy of this hand-out in a file until September 2010. If you are referred in the subject you will need this hand-out unless notified otherwise

Advanced Representation

School of Architecture and Construction

Unit Code: ENVT1010
Unit Co-ordinator: David Watson
Element:
Proportion mark:
Year Group: FDAL3, PDAL4, 3DD3, GDD3, GD3, PGD4
Tutor(s): David Watson
Period: Term 2

There are two student groups for this course. Group A will consist of the Landscape Architects and the Garden Designers. Group B will consist of the Graphic Designers and the 3D Digital Designers. Groups will be taught on alternate weeks as shown at www.coursestuff.co.uk/ENVT1010

Introduction

Life in the modern world has become increasingly competitive. This is particularly true when it comes to finding a job. Sometimes, simply being the best is not enough - you need to sell yourself. This course is all about promotion; promotion of yourself and promotion of your work. In a few months time, you will need to get a job and you will be presenting your work as part of an important degree show. Your success (or otherwise) in these two tasks may well have a profound influence on your future career. However, it is also important to see yourself in the context of the wider design world. It is important to know who you are and where you fit in the world of design. Studying the work of other designers and studying designed objects is a good way to create such a perspective.

This course is also about technique. You will learn how to best represent your work using both digital and traditional media. You will learn how to communicate your ideas clearly and confidently using a range of presentation techniques. You must:

- become aware of your own personal style and learn how to develop it.
- develop personal branding and to apply that to your work.
- understand your strengths and weaknesses.
- become skilled in a range of advanced representation techniques.

Format

The course runs over 12 weeks and consists of four projects and a number of workshops. The workshops are mainly computer related and are based in the Tower computing labs, see timetable for details. You must complete all 4 projects in order to complete the course. The results of each project must be submitted at the times given for assessment.

Workshops

The 6 workshops will focus on web page design and digital techniques that enable you to represent your degree work and to present your portfolio in a professional manner. The various topics are given on the timetable although this is only meant to be indicative and may change to suit specific requirements. Detailed tutorials etc. may be given at the workshop sessions or made available on-line.

Projects

You must complete 4 projects:

1. **“This is me” (branding)** - You will design and produce a co-ordinated business card and A4 headed notepaper. The card and notepaper have two purposes. Firstly they will be used as vehicles for the development of your personal branding. Secondly, they will be used as a basis for the CV you will create in the next project.
2. **Curriculum Vitae** - Using the branded stationary designed in the previous project, you will produce a CV for yourself. You will need a CV to go with your future job applications and the content is just as important (if not more) as the design. Susan Hudson (Careers Co-ordinator) will be giving a talk and advice on CV writing.
3. **Personal Website** - This project is very much a digital progression of the CV project. However, the web format does give you a whole range of additional options not available to you in print. You will design and implement a personal web site showing a range of your work along with CV details and using the branding livery developed in the first project. It is important that your web site remain on-line while you look for a job so you will need to organise your own personal web space outside of the University (there is a lot of free and low-cost space out there). You should also consider acquiring a personal domain name. All of these issues will be discussed.
4. **Eye of the Beholder** – We live in a world that is almost entirely designed and most of the time we simply accept what we see for what it is and never wonder about the story behind it. The truth is that for every designed object there is a designer, irrespective of whether the object is a mundane part of our everyday life or whether it is a desirable design classic.

However, designers often take their inspiration from the natural world or from serendipitous conjunctions of natural, abandoned or “found” objects. This project aims to help you make connections between the random and the designed.

Choose a “found” object (or collection of objects) that you find aesthetically pleasing. Maybe you already have a favourite pebble that you keep in your pocket or maybe there is a particular variety of apple that you like or maybe you stumble upon a crushed baked bean tin. Write a critical analysis of the object, focussing on aesthetic criteria such as colour, texture, use of materials and size. Take photographs of the object in order to illustrate your points.

Each mini essay should be presented as a webpage using a template you will be given. All the essays will form a new section of this website similar to the sections on Designers, Artists and Heroes, and Designed World, created by students in previous years.

Submission dates are shown on the Course Calendar.

See www.coursestuff.co.uk/ENVT1010/ for full details of all projects.

Assessment

Assessment for this course will be based upon the 4 projects as follows:

“This is me” (branding) 20%

Curriculum Vitae 20%

Personal Website 40%

Eye of the Beholder 20%

In all cases, your work will be awarded merit for quality, attention to detail and good design.