

10 Point Chronology for 'Live' Design Briefs

Citing the 'Teme Valley Trail' Student Project

Andy Stevenson, Senior Lecturer in Design

Welcome & module overview

deadline

designer talk to students

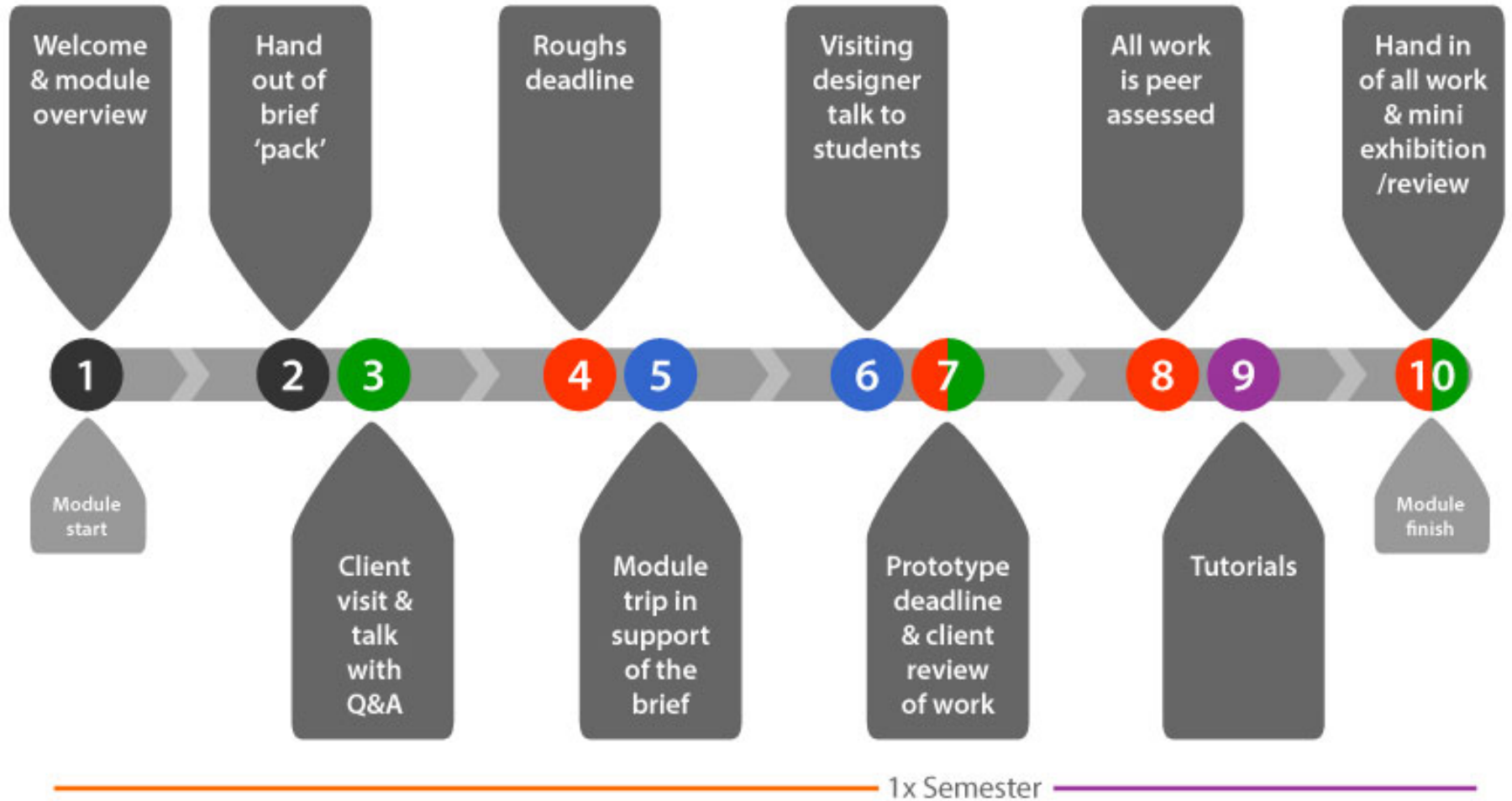
All work

Hand in of all work & mini



Client visit talk with Q&A





Andy Stevenson, April 2017

10 Point Chronology for 'Live' Design Briefs | Timeline overview

■ Interim deadlines |
 ■ Client input |
 ■ Primary research |
 ■ Taught sessions |
 ■ Support sessions



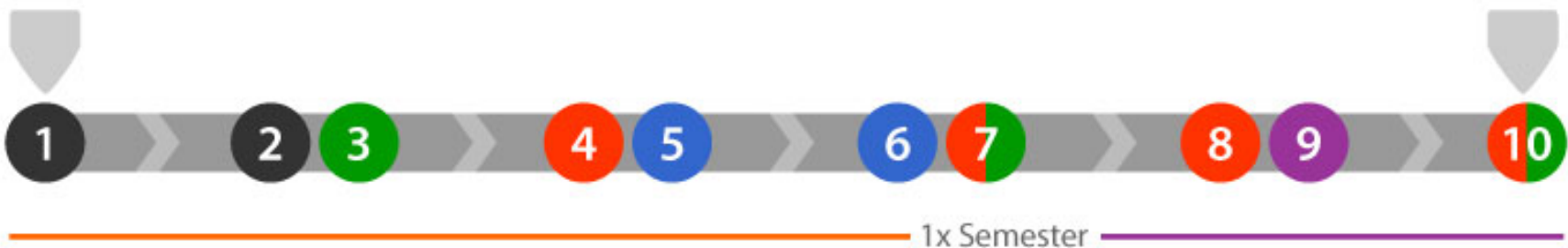
Module support blog



Typical contents

- Weekly updates
- Examples of work ongoing
- Coverage of trips
- Coverage of practitioner talks
- Client feedback on work
- Repository of weekly content
- Links to press
- Links to external design refs

- All support files are password-protected
- All pictures used have consent



10 Point Chronology for 'Live' Design Briefs | Session planner & blog

■ Interim deadlines | ■ Client input | ■ Primary research | ■ Taught sessions | ■ Support sessions



Typical session contents

- Give context to brief
- Discuss the key design 'asks'
- Discuss brief timings/visits
- Take Q+A
- Normally documented in pics
- Normally audio-recorded & lodged on the module's support blog.
- Remainder time used to deliver additional linked content



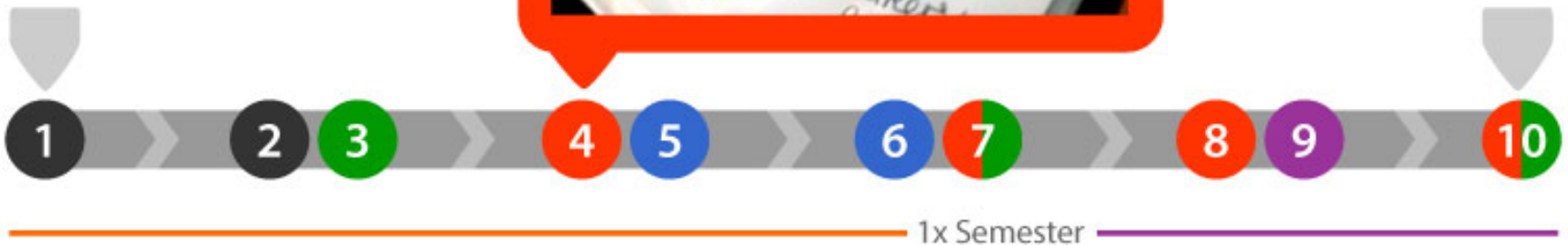
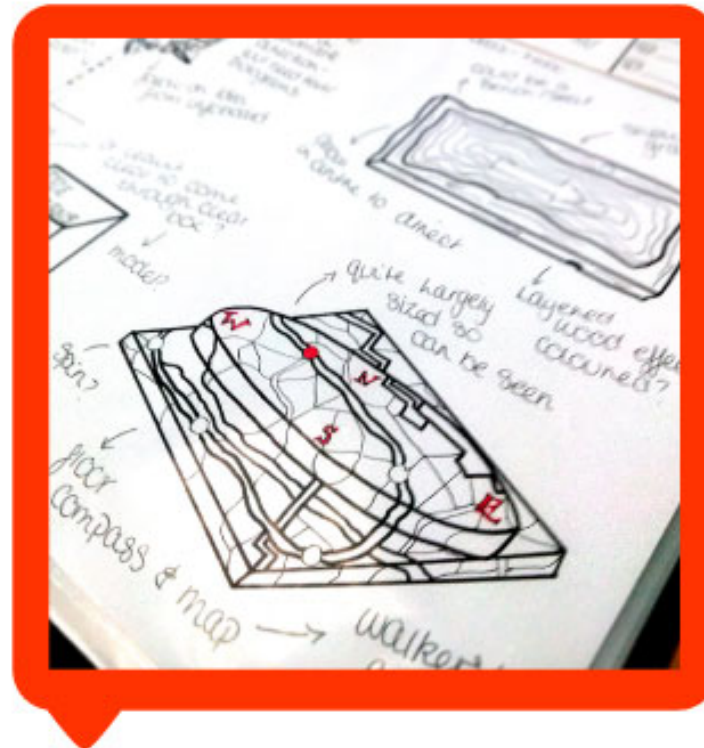
10 Point Chronology for 'Live' Design Briefs | Delivery of brief

■ Interim deadlines | ■ Client input | ■ Primary research | ■ Taught sessions | ■ Support sessions



Typical session contents:

- Normal content delivery
- Meet in 'learning teams' to review initial progress, research findings & sketches
- Good practices highlighted
- Any remaining time is dedicated to tutorials



10 Point Chronology for 'Live' Design Briefs | Session planner & blog

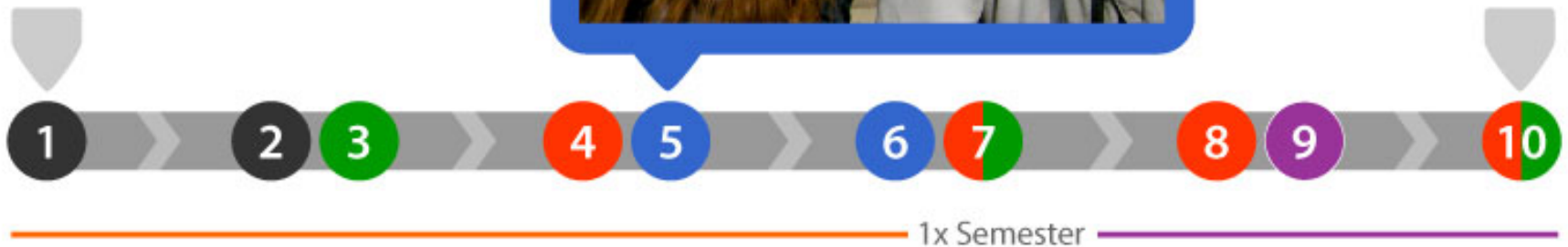
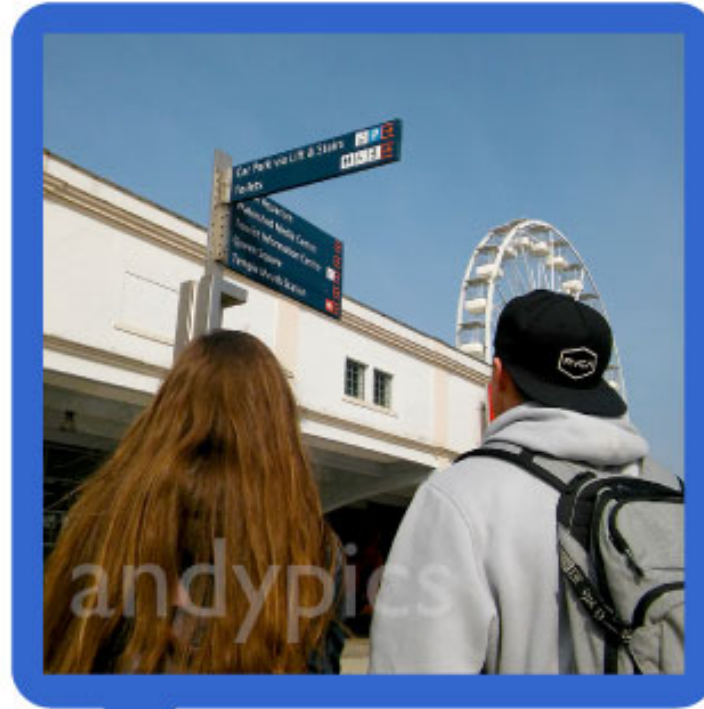
■ Interim deadlines | ■ Client input | ■ Primary research | ■ Taught sessions | ■ Support sessions

Typical research visit includes

- Visit to specific site or Museum
- Yr3 = free, yr 2 = subsidised travel
- Personal learning blog task set
- Remainder time = free time

Benefits include

- See examples of design work in situ
- Gather additional primary research
- Galvanising effect on groups



10 Point Chronology for 'Live' Design Briefs | Research visits

■ Interim deadlines | ■ Client input | ■ Primary research | ■ Taught sessions | ■ Support sessions

Typical contents

- Display of all final concept work on design boards
- Submission of written reports and design boards
- Client review of submissions and immediate feedback

"It was great to see the final examples of student work, many of them had really got to grips with the Teme Valley Tour visual system brief too - we look forwards to developing some of these project ideas further.." Mal Salisbury, MHDC Economic Devt.

"I liked that the fact that it was a real/live brief and the flexibility of the brief" Design student feedback

"Overall I'm extremely happy with this module and would recommend it to anyone." Design student feedback



Andy Stevenson, April 2017



10 Point Chronology for 'Live' Design Briefs | Final submission & display

■ Interim deadlines | ■ Client input | ■ Primary research | ■ Taught sessions | ■ Support sessions

- 10 Module finishes
- 11 All design boards go on module blog - client review
- 12 Submissions are assessed by tutor
- 13 Client advises on preferred concepts
- 14 Final client wants agreed
- 15 Project is taken forward
- 16 User testing of design prototypes
- 16 Project completion and press



10 Point Chronology for 'Live' Design Briefs | After student involvement

■ Interim deadlines |
 ■ Client input |
 ■ Primary research |
 ■ Taught sessions |
 ■ Support sessions

