COURSE CONTENT

Course Code	DD4004
Course Title	Final Year Project - Design Art
Pre-requisites	DM3010 Project Development and Planning or DR3005 Product Design IV or DV3008 Visual Communication IV or upon approval
No of AUs	9
Contact Hours	39 hours of contact and 39 hours of out of classroom consultation

Course Aims
In this year long course, you will work within a clear schedule towards the creation of an original design art project and a written thesis leading up to a degree project exhibition. You will explore and develop your personal direction through a rigorous process of research, design experimentation, production, writing and presentation.

Intended Learning Outcomes (ILO)
By the end of the course, you should be able to: 1. Examine and locate your interest in the field of design art, as well as your critical perspectives on the field and its interface with other disciplines. 2. Formulate a rationale and suitable design methodology that supports your design inquiry. 3. Apply appropriate techniques, and design research strategies to support analysis, development and synthesis of content and critical perspective. 4. Present your design art project in a clear and cohesive manner through various media and visual presentations in review and exhibition settings. 5. Contribute to the learning environment by participating positively to class discussion, critiques and design art activities.

Course Content
Design Art Project As the Design Art programme has various pathways in Interaction Design, Product Design and Visual Communication, the project you develop may be within one design discipline or interdisciplinary in nature. The topic for your project can be from your own choosing or from a variety of themes suggested by the faculty and school. Possible outcomes and output from your projects may be in the form of objects, services, experiences, games, installations, environments, immersive environments, branding, and publications, amongst others. **Design Process** You will begin your process with research and analysis of your topic, culminating in a project statement. This statement will then inform the development of design concepts, including prototype iterations, that respond to key criteria highlighted in your design statement. Through a process of selection and refinement, a final design solution will be taken forward for final production. You may develop your project through various stages as listed below. You can expect to go through these stages in a non-linear fashion through many stages of iteration.

- **Design Research:**
  - Literature/ Existing works Review
  - Artist/ Designer review and critique
  - Design methodology
  - Audience/ User research
  - Primary research
  - Project statement

- **Design Concept Development:**
  - Ideation
  - Contextualization
  - Iteration
  - Prototyping & Modeling

- **Design Refinement:**
  - Production techniques
  - Iterative Prototyping
  - Testing/ Debugging
  - Material exploration
  - Aesthetic refinement

- **Final Production:**
  - Production, Fabrication and Assembly
  - Material application
  - Aesthetic finishing

Final Year Project Exhibition
You will create high quality works to present your project at a public exhibition. You are also expected to develop appropriate communications for your project to reach a wide audience.

Final Year Project Report
You are required to produce and submit a final year project report for archival and showcase purposes. The expected word count is between 1,500 to 6,000 words.