



London College of Communication
Faculty of Design
Graphic and Media Design / BA (Honours)
2009 – 2010

Unit **Personal and Professional Development**
Year **Two**
Project Tutors **Sarah Temple, Anna Gerber, Tony Todd, Joshua Trees**

Brief Dates Various, depending on your individual pathways.

Deadline **Wednesday 28th April 2010**
Hand in to Faculty of Design Office 10-3pm

Project Title Collaboration + Interview

Project Brief Co-Design

Co-design is a philosophy which argues that all people have different ideals and perspectives and that any design process needs to deal with this. Co-design traces its roots to Immanuel Kant, who observed that to put a question one has to have some information or knowledge. William James went on to suggest that the criteria for truth should be 'useful' which is a cornerstone of co-design thinking. In co-design there is an understanding that all human artifacts are designed with a 'purpose'. In co-design one tries to include the perspectives that are related to the design - in the process.

It is generally recognized that the quality of design increases if the stakeholders interests are considered in the design process.

As part of your studio work, you will be working collaboratively. You will work with other design students but much more importantly, you will collaborate/co-design with at least one 'expert' on the subject that you are exploring. Alternatively, you may select to co-design with a typical 'user': someone who is automatically an expert on the subject because they are intrinsically linked with it. For example: a child with toy design, or a tourist with mapping systems.

There are two (related) PPD essays we would like you to complete linked to your studio pathway collaboration project. The first is essentially linked to the research process. The second can be completed at the end of the project as you critically reflect on the project and process as a whole.

Part One: Co-design Interview + analysis essay

The first component is an interview and an analysis its value. We would like you to conduct an interview that provides your project with additional research and demonstrates co-design principles.

For the interview essay, we would like you to:

1. Conduct an interview with someone you can relate in some way to your collaborative project. This can be anyone: a sociologist, anthropologist, designer, gardener, scientist.
2. You do not need to reproduce the whole interview but we would like you to write about your experience of the interview and assess its contribution to your project.
3. Discuss why you chose the person you did – how did that person relate to your project?

4. How did the interview give you a useful & professional context to the subject matter?
5. How did your interview add another perspective to your studio project? Did you gain a new perspective? An expert knowledge? Did it support/validate your project?

Collaboration Visual Essay

The second component is a reflective visualisation of the whole project including your co-design research process. You will need to include the problem, your research, the development and the outcome. Think of this as an exercise where you get the opportunity to work through your process of working collaboratively in a visual way. You can do this typographically, photographically, illustratively or in the form of a comic strip: whatever is appropriate to the project itself.

We would like you to:

1. Identify the collaborative environment /project you worked in/on.
2. Visualise what made it a collaboration? What roles did you each play? Illustrate how the project developed in stages, describing the value of the interview at the research stage.
3. What was successful in this collaboration? Why? What were the pitfalls of the collaboration? What would you have done differently and why?
4. What role did co-design play in relation to your project – was it central to your project or peripheral?

Learning Outcomes

1. Demonstrate an ability to work collaboratively.
2. Utilise critical analysis in a piece of industry research.
3. Demonstrate an understanding of the professional context of graphic design.

Assessment Requirements

1. Co-design Interview and analysis: 750 words
2. Collaboration Visual essay: Document the complete research process of your collaboration indicating the contribution of your interview to the project outcome: this should take a visual form with some verbal explanation.

Research + Context

Brown, T. (2009) *Change by Design: How design transforms organisations and inspires innovation*, Harper Collins

Harmon, K. (2003) *You Are Here: Personal Geographies and Other Maps of the Imagination*, Princeton Architectural Press

Mau, B. (2004) *Massive Change: A Manifesto for the Future Global Design Culture*, Phaidon Press

Thackara, J. (2006) *In the Bubble: Designing in a Complex World*, MIT Press

Turchi, P. (2005) *Maps of the Imagination*, Trinity University Press

www.visualcomplexity.com www.ideo.com/news/by-ideo

Bradbury, A. (2006) *Successful Presentation Skills*, Kogan Page

Bayley, S. (2007) *Life's a Pitch: How to sell yourself and your brilliant ideas*, Corgi Books