Design Culture Now – Period V – 2024 – Assignment Brief

Delivery: a piece of writing on a focused and self-defined topic in design culture (1000-1500 words) that builds on learnings in the Design Culture Now course.

Requirements

1. This assignment must be undertaken individually and submitted as a PDF file via the MyCourses portal, **deadline: 2359h, Sunday 9 June.** Late submissions drop a grade.

2. It is up to you what **you choose** to write about, but your piece must build on material in the lectures and seminar discussions while offering your own examples and perspectives. It must have a clear focus while including your own, primary material. It is better that you develop an idea in depth than trying to use all the course material. To give an indication, your written piece might be, for instance:
    - a review of a book (fiction or non-fiction)/exhibition/article/film from a design culture point of view;
    - an analysis of an interview you carry out with someone about their consumption practices or thinking as a designer;
    - a detailed discussion of an artefact, design event or exhibition and an analysis of it;
    - a discussion of a concept in design culture in relation your own chosen example(s);
    - a piece of creative writing that presents an instance of design culture in an interesting way.

3. Your piece should also include:
    a) a **title**; make this an interesting one;
    b) an **introductory paragraph** presented in *italics* that explains why you have chosen the particular subject of your piece and justifies your choice of writing style;
    c) **illustrations** – these must be made by you (no grabs from the internet etc.); these can be photos, drawings or diagrams; if you cannot access the subject (e.g. if you are interviewing someone remotely), then you can ask someone else to supply images;
    d) **references** at the end – any quotation, statement of fact (e.g. statistic) or opinion that is not your own should be referenced (APA style). Please, no namedropping. This means that if you refer to someone else's work you should say something about what they say, not just randomly stick references at the end of sentences; use your references to give authority to your work; use your judgement, particularly if your piece is more on the 'creative writing' end of the spectrum.

The Responsible Teacher and Assistant Teachers will review your work and provide qualitative feedback. Collectively, they will choose 10-15 of the most interesting submissions and produce a printed zine from them for publication in September. This assignment is graded, but we believe that the qualitative feedback is more important. An indication of what grades might mean is given below.

1	2	3	4	5
Assignment completed on time and you got it done to the minimum requirements. Plenty of scope for improvement, though. Your points are not very clearly presented or evidenced. Quite a lot of what you say is not particularly relevant to your central topic, or these aren't very clear in the first place. In other words, the reader has to work hard to connect with your argument or see its connection to an analysis of design culture.		Quite interesting, if, perhaps, a little clunky. You've used core course material well, but it doesn't seem that you have read around the subject that much. Your own examples are a little close to those given within the course although you have undertaken some effective research in support of your arguments. You've grasped the material quite well, though, and have done a good job in following up on and using its contents.		You've produced a really thought-provoking piece of writing, full of sharp insights. You have made interesting connections between course material and your own example(s) and done some great research. You show that you understand and can use the conceptual tools provided in individual and effective ways. You have taken care over the presentation of your piece, attending, for instance, to grammar and spelling, presentations of illustrations, layout and, generally, have produced a great read.

Artificial Intelligence. You might use this to help prepare your assignment, but it'd be really boring if you use AI to write your assignment. You won't learn much if you do. Please don't.