

New Design Economies: Project (174 hrs) undertaken in groups (max 4) or individually

MUO-E3011 Design Strategy and Leadership

Matrix of approaches

Approach <small>(undertake one or more of the below)</small>	Stage One (discovery)	Stage Two (development)	Stage Three (reflection)	Stage Four (presentation)
in-depth case study	close observation; detailed ethnography; attention paid to design elements; contextualisation against related cases, economic and social practices;	proposals for specific design intervention(s); consideration of what is required for intervention(s) (e.g. resources, knowledge, technical proficiencies, financial or other arrangements; consideration of impact of intervention(s); strategy for roll-out and implementation; post-occupation evaluation/adjustments	<ul style="list-style-type: none"> • reflection on the politics of your project (you may not personally agree with what you have done); • articulation of your design philosophy (e.g. is this 'reflexive design', about 'assetisation', 'reframing' etc.?) • discussion of implications for design practice including reference to other examples (professional, theoretical, political etc.); • consideration of questions of scale, locality, demography, replicability, relationships of macro- and micro-economic issues. 	<p>Presentation in groups (supported by video/poster/powerpoint) at beginning of week 6.</p> <p>Report: illustrated, fully referenced (deadline 1600h, 18 May 2018).</p>
thematic investigation	contextual study of an economic practice; deep understanding of relevant public(s)/stakeholders/power-interests			
problem or problematic	clear identification and rationale for problem (obvious) or problematic (not so obvious, requiring deep study to uncover issues);			
speculation or hypothesis (abduction)	development of creative strategy that engages with one or all of the above; speculatively proposes design intervention(s) into real-life economic practice; empirically-based rationale	development of roll-out and implementation strategy and/or back-casting (theory of change); identification of time horizon, territories, public(s), stakeholders etc.		