

Assignment Brief

Module Code

Holiday

Module Title

Summer Project

Academic Year

2022/23

Semester

Pre-semester/term One

Module Leader email

gbarham@cardiffmet.ac.uk

Assessment Details

Project title

Constructive Deconstruction

Abr.

WRIT1

Weighting

N/A

Pass marks are 40% for undergraduate work and 50% for postgraduate work unless stated otherwise.

Brief:

‘Constructive Deconstruction’ is your summer project we’d like you to complete over the summer break before we see you all on September 18th. The project starts you thinking about the ways objects (or products) can be viewed to non-expert audiences.

The Process

Find a (old, redundant) product, that you are able to take apart. This could be an electronic product (such as a remote control) or mechanical product (such as a toaster), but remember it needs to be surplus to requirements, after you’ve taken it apart try to put it back together again. You will need to bring this with you on the first day of Welcome Week – Monday September 18th 2023.

On one sheet of A3 paper, draw by hand the following images of the product:

1. Two external views of the product - from two different angles (in 3D perspective views)
2. Take the product apart and draw an Exploded View of the product and its main internal component pieces (in a 3D perspective view).
3. Label each main part with a name/description of what it is/does.

Include as much detail as you can in your drawing which can be either a line drawing or you can use colour to help describe form and shape too if you wish.

Don’t forget to include the following information on the front of the A3 sheet:

1. **Your name:**
2. **Your Course:** BA (Hons) or BSc (Hons) Product Design
3. **Project Title and Date:** Summer Project 2023
4. **Name of the Product** (E.G. Russel Hobbs Toaster).

Deliverables:

- **Detailed Illustrated Investigative study of a common house-hold Product including external and Exploded Views.**

Submission:

- **Bring the A3 Drawing AND the Object with you for the start of Welcome Week on Monday 18th September.**

If you need any help or advice on how to complete this task, please send an email to our school administration team stating the name of the course you are about to join and the questions you want to ask to the following email address:
csadadmin@cardiffmet.ac.uk

Academic or technical terms explained:

3D – three dimensional (describes the whole product and its full shape or form)

Layout Paper: Type of thin paper used by product designers to sketch ideas and concepts.

Concept sketch: A 3D sketch illustrating a concept or idea, often with supporting annotated comments.

Notes:

You can use this blank page to make your own notes:

CARDIFF
SCHOOL *of* ART & DESIGN