

# MSc Product Design Assignment Brief

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**Module Code**

**Module Title**

Holiday

Holiday Project

**Academic Year**

**Semester**

2022/23

Pre-semester/term One

**Module Leader email**

rmorris@cardiffmet.ac.uk

## Assessment Details

**Project title: Constructive Deconstruction**

**Abr.**

**Weighting**

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

## Brief:

**‘Constructive Deconstruction’** is the title of your summer holiday project. We’d like you to complete this project over the summer break before we see you all on September 19<sup>th</sup>. The project starts you thinking about the ways objects (or products) can be viewed to non-expert audiences. Constructive Deconstruction will demonstrate how you think when having to show how something works, and could someone else who hasn’t ever seen your object or product understand how it works, functions, and how it goes together.

### The Process

Find an (old, redundant) product, that is OK to be taken apart. This could be an electronic product or mechanical product, but remember it needs to be surplus to requirements, after you’ve taken it apart it will be rendered useless.

Next, draw all of the separate components, decide on a suitable scale, or size of drawing. You can use multiple drawings of each component to show all details, study these components well, try and capture all of the tiny details. This should leave you with a series of drawings which documents the entire product. Think about drawing in three dimensions, so that you show all overall qualities of the components.

Next, produce your own **instruction manual** that documents in detail how the Product goes together, so you are basically designing an ‘assembly instruction manual’ – however we’d like you to use only visuals (drawings) to do this.....NO WORDS.....think IKEA type instructions used for putting together flat packed furniture.

We’d like you to use A3 sized paper.....don’t use cartridge paper, use separate sheets of paper similar to photocopier or layout paper. (ie thin light-weight white paper)

We often get asked ‘how many sheets should I do?’ the answer is however many sheets you think you need to create to fully answer the above brief. But as a hint we’d suggest 10-15 A3 sheets.

Think about using as many different drawing styles as you can and vary the drawing materials you use, eg. Fine-liners, pencils, coloured pencils, markers, ball-point pens etc.

Design a SIMPLE front cover for this piece of work, it should state clearly the following:

**Your name:**

**Your Course:** MSc Product Design

**Project Title and Date:** Summer Project 2022

**Front cover image:** This should be of the product BEFORE you took it apart, and can be a photograph.

**Back cover image:** This should be all of the components laid out side by side showing the deconstructed product.

## Deliverables:

- **Detailed Investigative study of a common house-hold Product using a variety of drawing styles and media.**

## 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:

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