



197.388
Creative Enterprise

The 'Live brief' paper

Course Context:

1. Become familiar with design and business — operational structures and business practices, roles and responsibilities, and the inter-relationships between various design disciplines and support industries.
2. Understand the various aspects of carrying out a 'live' design project in a professional context — including client agreements and communication, creative development, project management, intellectual property, team roles and responsibilities.
3. Be able to respond to a client brief with a well structured and realistic proposal that leverages creative opportunities for the Client's business advantage.

Project Brief:

Your client: TBA

Your task: To be developed, with leadership from you and your team and in liaison with your client.

Your team:

- Each of you will be a member of a multi-disciplinary team.
- Each team member will have individual tasks determined by the team and crucial to the success of the team, the quality of the process, and the success of the final presentation and outputs.
- All team work must be documented and accessible by the lecturers.

Teamwork:

- While you are engaging in this design collaboration, you are expected to negotiate the process of working in a team amongst yourselves, using mature judgement, a collaborative and generous spirit and the teamwork guidelines covered in this class.
- If issues arise that cannot be resolved, or if individuals have grievances that cannot be resolved by group discussion, we will mediate (but on an exception basis).

Submission:

Your final submission will take the form of:

- Documentation and delegation of team roles by the end of **Week 2**.
- A formative assessment: in **Week 7** student teams present their Strategic Positioning Proposal (dossier) to their clients and lecturers in groups.
- A summative assessment: in **Week 13** student teams present their final Strategic Proposal (dossier) and design prototypes. This presentation and dossier accounts for 75% of the final mark.
- A peer assessment: in **Week 13** each member of each team completes an assessment of their design collaboration and design process and that of their team mates. This accounts for 25% of the final mark.

School of Design, BDes (Hons)
Semester 2 / 2015

Assessment 1

100% (12 weeks)
(75% based on team work,
25% peer assessment)

Formative assessment

Week 7

Summative assessment

Week 13

Staff Co-ordinators

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Design & Business

Live brief

Assessment: Learning outcomes

1. Apply an understanding of the relationship between creative work and clients, markets, users and consumers, to industry and commercial contexts. (Connectedness - Whanaungatanga, A3)
2. Demonstrate adaptability and responsiveness, understanding the risk and uncertainty associated with business and enterprise. (Creativity - Toi, B1)
3. Critically reflect on and evaluate their own work and the work of other practitioners. (Understanding - Matauranga, C2)
4. Skilfully utilise analytical and evaluative processes in order to synthesise ideas into creative business outcomes. (Virtuosity - Mohio, D3)
5. Demonstrate strong visual, oral and written communication skills. (Connectedness - Whanaungatanga, E1)
6. Interact effectively, ethically and professionally with others, whether through collaboration or dialogue. (Connectedness - Whanaungatanga, E2)

Assessment criteria:

- Assessment for the assignment will be based on an understanding of how to carry out a 'Live' design project in a professional context — including all client communication and agreements, creative development, project management, intellectual property, and team roles and responsibilities.
- **Process:** the depth and creativity of research and analysis, exploration of analogous cases, iteration of strategies, development and refinement.
- **Response:** Explore and implement a relevant design strategy that responds to the client brief and recommendations, depth of understanding analysis and synthesis.
- **Communication:** Level of cohesion, completeness and persuasion. Creative approaches to client needs, professional presentation through final design outputs and a demonstration of high levels of technical and visual communication expertise.
- **Team contribution:** quantity and quality of individual contribution (as indicated by your team evaluations), effectiveness in assigned role(s) and in your communication to client (as fed back by the client).

Formative assessment:

- **Week 7** (specific times TBA)
- Teams present their Strategic Positioning Proposal (with some design concepts) to their client in groups. At this interim the clients and the lecturers respond with informal feedback (discussion) to guide the teams in the right direction.

Summative assessment:

- **Week 13** (specific times TBA)
- This is a formal presentation to clients of final your team's final dossier and design prototypes of outputs as developed with and requested by the client.

Peer assessment:

- Completed online evaluation forms for yourself and each of your team members.