



# Design Direction

---

## Module Descriptor

Module Code:	LSA7DED
Version:	V1.0
Status:	Final
Date:	23/04/2025

# Summary Module Details

### Module details

**Module Title:** Design Direction

**Module Leader:** David Knight

**Module Mode:** Full time face to face

**Semester/Term:** 3

**Level:** 7

**Credits:** 20

**Learning Hours:** 200

### Contact & Study Hours

**Directed Study Time:** 39 hrs (19.5%)

**Self-directed Study Time:** 161 hrs (80.5%)

### Assessment Type

**Portfolio:** 100%

## Module Summary

Design Direction is the final module of First Year. Teaching and learning moves from group to individual project work. Building on the knowledge gained through the previous two modules and Critical Practice, students will undertake another series of design exercises aimed at focusing their own design position on a chosen topic, site and programme as well as positing a research and design methodology. The pragmatism and poetics of environmental, sustainable, political, social and atmospheric factors will be embraced.

Each student will create an architectural brief to take to Second Year. The brief contains key provocations for their design thesis that can be tested in a complex architectural project. The module gives students the design tactics, tools and techniques to test design ideas with agility and rigour. The module equips students to control design techniques and methods over a range of typologies that are relevant to the thesis and are worked through at the full range of scales from 1:1 detail to 1: 500 + building / urban block.

### Taken on which Programmes

MArch Designing Architecture (C)

**Core (C) or Elective (E)**

### Pre-requisites

All modules on the programme must be completed and passed in the sequence outlined within the programme structure section of the programme specification except where progression has been approved by the Board of Examiners due to mitigating circumstances.

### Module Aims

- To enhance a student's ability to individually research and develop and architectural brief, moving between urban analysis, community/user engagement, programmatic research and a strategic proposition.
- To enable students to define a personal thesis topic developed from reflections on the intersections of urban design, theory, social, environmental, economic and political frameworks and the macro and micro conditions that contextualise professional practice.

### Module Learning Outcomes

On completion of this module students are expected, within the scope of a personal project brief, to be able to:

- LO1. Summarise relevant theories of urban design and the planning of communities in relation to their site
- LO2. Assess how the needs and aspirations of their identified user group and the local inhabitants are affected by – and can influence – the scale and quality of their architectural proposal and its relationship to the urban fabric
- LO3. Analyse, within the professional and social context of their role as an architect, the potential impact of their building proposal on existing and proposed communities
- LO4. Compose a brief that defines client and user requirements in relation to a building scale, programme and type appropriate to its site and context

## Design Direction

LO5. Apply appropriate methods of investigation and preparation to the formulation of a design project brief, identifying their role and contribution to the process as an architect in relation to their co-professionals

## Indicative Module Content

Students will be supported to identify a range of individual architectural concerns by producing a written and drawn portfolio which will outline:

- An architectural theme or thesis question;
- Architectural site(s) in the borough;
- A 'client' – institution/user group/demographic etc;
- An approach to the LSA strategic themes and values;
- The terms of design experimentation – what is to be tested? What is the appropriate design methodology to progress it? How can this be evidenced and evaluated through a design proposal?
- A direction on how to leverage relevant analogue and/or digital representational skills to support the delivery of a richly illustrated portfolio.

## Overview of Summative Assessment

Module learning outcomes	Assessment	Word count or equivalent	Weighting
LO1, LO2, LO3, LO4, LO5	<b>Assessment 1</b>  Portfolio	N/A	100%

**Module Pass Mark (as a weighted average of all assessments): 50%**

## Key Module Learning Resources

### Core Sources and Texts

Indicative bibliographies for each module can be found in Module Booklets.

### Module tools

Students will work individually, in tutor groups, with a design tutor to undertake research and design challenges, participate in round table reviews, clinics and the

## **Design Direction**

end-of-year Design Fair. Each student will produce a module portfolio submission of a specified page count + 3 x A1 boards to summarise the project.

A series of seminars will run throughout the module led by members of the Practice Network and faculty drawing on relevant expertise.