

[ODL] MA DESIGN INNOVATION MANAGEMENT

DM504-4-M-DCI DESIGN AND CREATIVE INDUSTRIES

Instructional Sheet for Activities and Assessments

i Verification Date: JAN 2025

Module Lecturer: MOHD IDZUAN

Activity/Assessment 1 and 2: Critical Essay 1 and 2 (40% per essay)

i This is for the following instruction to complete.

- This assessment will require 4 weeks to be completed. The deadline will be provided in the submission link of Moodle
- A critical essay on design and the creative industries involves an in-depth analysis and evaluation of concepts, theories, or issues within these fields. It should be a persuasive core text which enables the students to explore the topic of their choices for the practice in Design Innovation Management as a whole. Write an in-depth critical evaluation of the essay of about 3000- 4000 words excluding references for each essay. You must acknowledge the sources of your information using references of at least 10 sources
- Here's a step-by-step guide to help you understand and complete the task:
 1. Choose a Topic or Focus
 - Select a specific area of design (e.g., graphic design, product design, interaction design) or the creative industries (e.g., film, advertising, fashion, digital media).
 2. Develop a Thesis Statement
 - Present a clear argument or point of view that your essay will explore.
 3. Research
 - Gather credible sources such as academic articles, books, industry reports, and case studies.
 - Focus on contemporary debates or key issues in your chosen area of design or the creative industries.
 - Make sure to take note of differing perspectives, as this will strengthen your critical analysis.
 3. Structure Your Essay
 - Introduction: Introduce the topic, background, and thesis statement. Briefly mention the key points you will discuss.
 - Body: Divide the body into sections, each focusing on a different aspect of your argument.
 - Conclusion: Summarize the main arguments and restate your thesis in light of the evidence provided.
 4. Critical Analysis
 - Go beyond describing events or trends—evaluate their significance. What are the implications of a particular design trend or business model in the creative industries?

- Compare and contrast different viewpoints, acknowledging weaknesses and strengths in each.
- Be objective, but also share your own critical thoughts based on the evidence.

5. Use Case Studies

- Incorporate real-world examples to illustrate your points.

6. Citations and Referencing

- Follow the required citation style (APA, MLA, Harvard, etc.).
- Include proper in-text citations and a reference list to acknowledge sources and avoid plagiarism.

7. Proofreading and Revision

- Review your essay for clarity, coherence, and academic rigor.
- Ensure your argument flows logically and check for grammar or spelling errors.
- Your work will be assessed based on these criterias:
 1. Exploratory Document – 20%
 2. Topic Explanation – 20%
- You need to submit (digitally) to the link provided in the Summary Assessment section of your Moodle page for the module:
 1. 1x PDF of your report
 2. Original document of your report
 3. Resources/Video Files in Zip if needed.
- Add images and/or external links to provide further clarity if needed.

Activity/Assessment 3: Group Case Study Presentation (20%)

i This is for the following instruction to complete.

- A group case study presentation on design and the creative industries involves analyzing a real-world example or scenario within these fields and presenting findings as a team. Here's a brief description of the task:

Task Overview:

You and your group will:

1. Select a Case Study: Choose a company, project, or design innovation within the creative industries (e.g., a design firm, a successful advertising campaign, a product launch).
2. Analyze the Case: Examine key aspects of the case, such as:
 - Design processes or methodologies used.
 - Creative strategies and their impact on the target market.
 - Challenges and solutions in the design or production phases.
 - The role of technology, sustainability, or cultural trends.
3. Collaborate on Research: Divide tasks among group members, with each person focusing on different aspects of the case (e.g., market impact, design innovation, business model).

4. Develop a Presentation: Create a cohesive presentation that clearly explains:
 - The background of the case.
 - Key insights or lessons learned.
 - Critical analysis of the successes and challenges.
5. Present as a Team: Each member will present their findings, working together to ensure smooth transitions and a unified perspective.

Key Elements:

- Clear structure (introduction, analysis, conclusion).
- Visual aids like slides with graphics or design elements.
- Critical reflection on how the case relates to broader design and industry trends.

This task will assess your ability to apply theoretical knowledge to practical examples and your collaborative and presentation skills.

- Your work will be assessed based on these criterias:
 1. Concept Proposal and Execution – 10%
 2. Threaded Discussions – 10%
- You need to submit (digitally) to the link provided in the Summary Assessment section of your Moodle page for the module:
 4. 1x PDF of your report
 5. Original document of your report
 6. Resources/Video Files in Zip if needed.
- Add images and/or external links to provide further clarity if needed.

Marking Rubric: Assessment 1 & 2 – Critical Essay 1 & 2 (40% each essay)

i You must submit your assessments within the given stipulated time and in the required format as indicated in your assessment briefing. If you fail to submit your assessments, you will receive no marks. Any late submissions will be subjected to penalty of marks.

FAIL	MARGINAL FAIL	PASS	CREDIT	DISTINCTION
CRITERIA 1: EXPLORATORY DOCUMENT (20%)				
0% -4%	5% - 8%	9% - 12%	13% - 16%	17% - 20%
<ul style="list-style-type: none"> • No submission. • Very poor research on the topic given. Little or no examples of relevant references. For e.g. artefacts, designers, companies/organisation, etc. • Little or no self-reflective notations. • No progression shown throughout the project. 	<ul style="list-style-type: none"> • Poor or limited research on the topic given. • Contents are confusing or not fully explained. • Lack of relevant examples or references. For e.g. artefacts, designers, companies/organisation, etc. • Little or no self-reflective notations. • Limited progression shown throughout the project. 	<ul style="list-style-type: none"> • Average research on the topic given. • Contents are present but not fully expanded in explanation. • Contains some relevant examples or references. For e.g. artefacts, designers, companies/organisation, etc. • There are some notations but majority are not self-reflective. • Progression throughout the project with moderate quality. 	<ul style="list-style-type: none"> • Good research on the topic given. • Contents are present with clear explanations. Contains most of the relevant examples or references. For e.g. artefacts, designers, companies/organisation, etc. • There is a mix of notations with self-reflective opinions. • Good progression shown throughout the project. 	<ul style="list-style-type: none"> • In-depth research on the topic given. • Contents are substantial with detailed explanations. Contains mostly relevant examples or references that clearly distinguish extensive exploration. For e.g. artefacts, designers, companies/organisation, etc. • There are a lot of notations with self-reflective opinions. • Progression shown throughout the project are tremendous.

FAIL	MARGINAL FAIL	PASS	CREDIT	DISTINCTION
CRITERIA 2: TOPIC EXPLANATION				
0% -4%	5% - 8%	9% - 12%	13% - 16%	17% - 20%
<ul style="list-style-type: none"> • No submission. • Very poor research on the topic given. • Little or no examples of relevant references. For e.g. artefacts, designers, companies/organisation, etc. • Little or no self-reflective notations • No progression shown throughout the project. 	<ul style="list-style-type: none"> • Poor or limited research on the topic given. • Contents are confusing or not fully explained. • Lack of relevant examples or references. For e.g. artefacts, designers, companies/organisation, etc. • Little or no self-reflective notations. • Limited progression shown throughout the project. 	<ul style="list-style-type: none"> • Average research on the topic given. • Contents are present but not fully expanded in explanation. • Contains some relevant examples or references. For e.g. artefacts, designers, companies/organisation, etc. • There are some notations but majority are not self-reflective. • Progression throughout the project with moderate quality. 	<ul style="list-style-type: none"> • Good research on the topic given. • Contents are present with clear explanations. • Contains most of the relevant examples or references. For e.g. artefacts, designers, companies/organisation, etc. • There is a mix of notations with self-reflective opinions. • Good progression shown throughout the project. 	<ul style="list-style-type: none"> • In-depth research on the topic given. • Contents are substantial with detailed explanations. • Contains mostly relevant examples or references that clearly distinguishes extensive exploration. For e.g. artefacts, designers, companies/organisation, etc. • There are a lot of notations with self-reflective opinions. • Progression shown throughout the project are tremendous.

Marking Rubric: Assessment 3 – Group Case Study Presentation (20%)

i You must submit your assessments within the given stipulated time and in the required format as indicated in your assessment briefing. If you fail to submit your assessments, you will receive no marks. Any late submissions will be subjected to penalty of marks.

FAIL	MARGINAL FAIL	PASS	CREDIT	DISTINCTION
CRITERIA 1: CONCEPT PROPOSAL & EXECUTION (10%)				
0% -2%	3% - 4%	5% - 6%	7% - 8%	9% - 10%
<ul style="list-style-type: none"> • Did not present. • Not able to explain the project. • Presentation slides or panels not present/ incomplete with major mistakes. • No submission or do not meet the basic requirement. 	<ul style="list-style-type: none"> • Barely able to explain the project. • Project is not presentable. • Presentation slides or panels are incomplete/ minor mistakes. • Meet submission requirement with weak/poor quality of work. 	<ul style="list-style-type: none"> • Able to explain the project. • Present with adequate points. • Project is presentable. • Complete presentation slides or panels. • Submit moderate quality of works with average quality of arrangement. 	<ul style="list-style-type: none"> • Good explanation of the project supported with facts and information. • Project is presentable with evidence of progression to support the selected topic. • Good presentation slides or panels supported with design theme. 	<ul style="list-style-type: none"> • Excellent explanation of the project supported with in depth facts and information. • Project is made in detailed with excellent finishing along with evidence of intensive progression to support the selected topic. • Excellent presentation slides or panels with outstanding arrangement and unique style design.

FAIL	MARGINAL FAIL	PASS	CREDIT	DISTINCTION
CRITERIA 2: THREADED DISCUSSION (10%)				
0% -2%	3% - 4%	5% - 6%	7% - 8%	9% - 10%
<ul style="list-style-type: none"> • Minimal or no participation, rarely responds • Responses lack relevance or are off-topic • Demonstrates little to no understanding of the topic • Does not engage with others, no 	<ul style="list-style-type: none"> • Occasional participation with incomplete responses • Some relevant points but often strays off-topic • Basic understanding, lacks depth and insight • Minimal interaction, replies lack depth 	<ul style="list-style-type: none"> • Regular participation, meets minimum expectations • Generally relevant but lacks focus in some areas • Good understanding but limited critical engagement • Responds to others but 	<ul style="list-style-type: none"> • Active participation, regularly contributes meaningfully • Mostly relevant, focused with minor lapses • Very good understanding with occasional critical analysis • Engages meaningfully with others, offers some insights 	<ul style="list-style-type: none"> • Consistently active, initiates discussions frequently and timely • Responses are highly relevant, consistently on-topic and focused • Demonstrates comprehensive understanding, consistently engages critically

replies or follow-ups		interactions are brief or minimal		<ul style="list-style-type: none">• Consistently engages deeply with others, offers thoughtful insights and promotes further discussion
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