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## First Year Product Design Students

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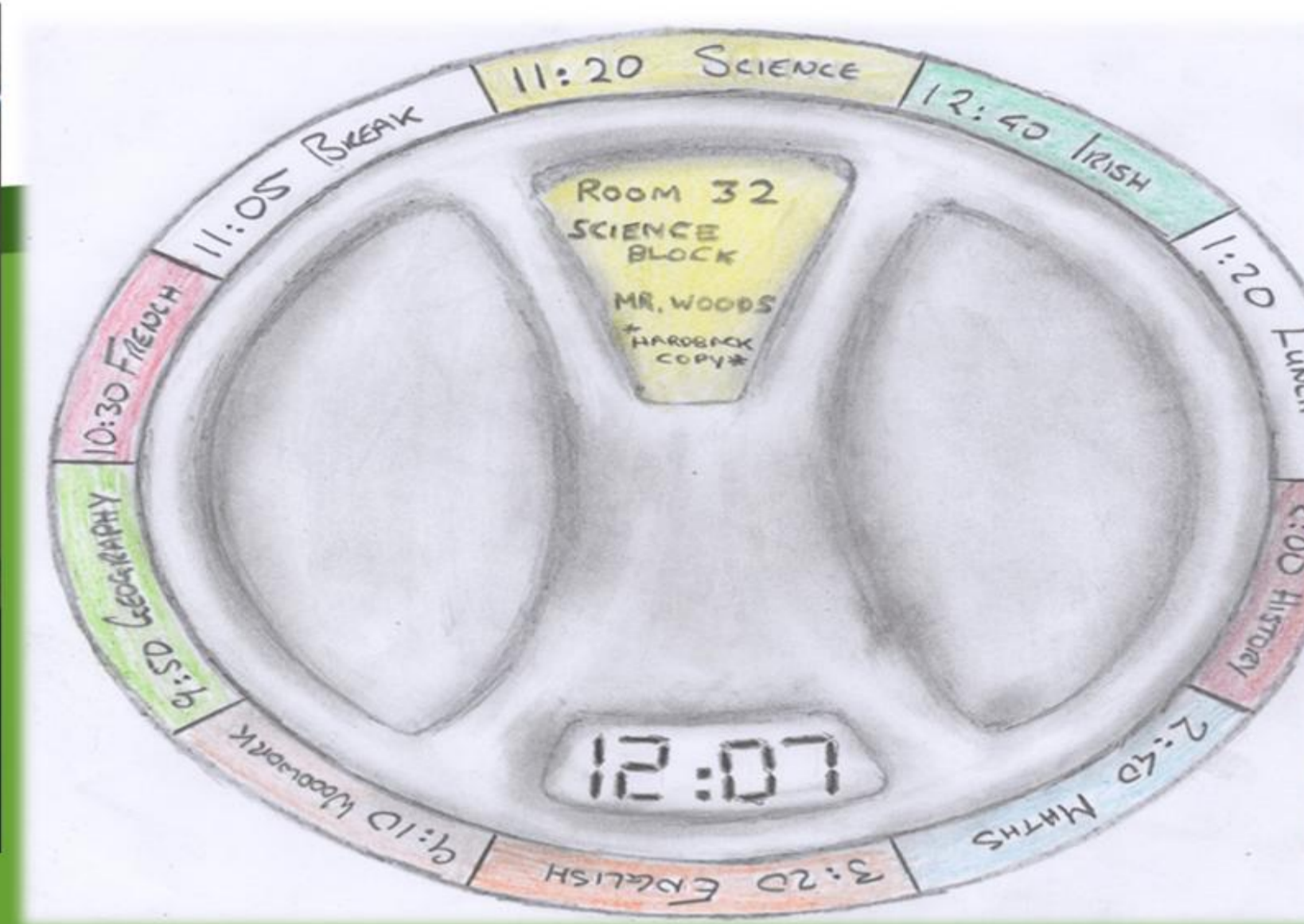
students learning with communities

# 1st year Product Design Students



Students Learning with Communities

Lecturers: Carmel Rooney, Gregor Timlin



## The Project

As part of the BSc.(hons) Degree in Product Design (DT001), 1st year students combined the skills learned in the Communication and Design Modules to work with The Dyspraxia Association of Ireland, Carmichael Centre, North Brunswick St. Dublin 7 - [www.dyspraxia.ie](http://www.dyspraxia.ie) - to provide a design concept for a communication/learning product suitable for use by dyspraxic clients.

**Lecturers:** Carmel Rooney (School of Marketing, Faculty of Business) and Gregor Timlin (School of Art, Design and Printing).

**DIT schools involved:** School of Marketing, Faculty of Business, Aungier St; School of Art, Design and Printing, Mountjoy Sq.

**How the project worked:** The students worked in teams to research a design for a communication/learning product suitable for use by dyspraxic clients. Students honed their Design skills in the design class with Gregor and their presentation skills in the Communication class with Carmel, and their research skills in both classes, according to the requirements for each module.

At the end of the project each team pitched their design idea to members of the Dyspraxia Association, class lecturers and their peers

## Learning Outcomes

The project was aligned to the learning outcomes of the Communication and Design modules, with an emphasis on students' potential design and communication career development as product designers.

## What do students get from it?

The students experienced 'real world' experience of design research, development and delivery of a design idea. As 1<sup>st</sup> year students they have made a professional presentation to a potential client.

The project encouraged motivation, lateral thinking, effective team work and a recognition in the students of the need not only to acquire effective design skills but the necessity to apply effective written and oral communication skills in a professional environment as a product designer.

## What does the community get from it?

The project fostered a very positive relationship, integration and understanding between the students in DIT and members of the Dyspraxia Association.

