

The Postcards for the Postcard Project



The Open University

POSTCARD

This year we are trialling some new elements to the module, and **your group** has been selected to receive weekly postcards to highlight key points in the study planner and to remind you of any upcoming module-wide tutorials that are in addition to your regular cluster and tutor group sessions.

The postcards might also share interesting design concepts or things to think about. Do check them out!



Examples of two of the assignments (TMAs) you will be working on. Left: Assignment 1 by Onawa Nirveli-Shaw, and right, Assignment 3 by Ashley Eds

Lots of things to do in your first week:

- * Explore the website
- * Work through the first week's material making sure you watch the short films
- * Post a 'hello' to your group mates on your tutor group forum and the module-wide one too!



Hello Lolarola!

(Have you worked out why you might be called that?)

Welcome to U101!

You've chosen a great module.

Roll with its playfulness and you will find yourself growing as a creative week by week

October is: Black History Month
(You will encounter similar design elements to this image in Week 6.)





TUTORIAL THIS WEEK: Thursday 6th October 7.00 - 8.00
Welcome from the Module Chair
Feel free to turn up for the module wide welcome tutorial with the module chair to see how tutorials work. Don't worry, you won't be asked to do anything. It's a safe space! **Find the link on the U101 forum.**

Serious Play - U101 Welcome Pack activities

There are lots of fun activities to work through this week and by the end you will submit TMA 11. **Hint:** Think creatively about all the uses you can *imagine* for a paper bag.

You will be working in **Open Design Studio (ODS)**. This is your 'virtual' studio for uploading and developing your design work and seeing the work of other students on U101.



ODS is a virtual version of a studio just like this

<https://www.open.ac.uk/ods/>

Working in ODS is as close as can be to working in a 'physical' studio - you can showcase your work and see what other students are doing.

It is great for inspiration and for getting feedback to help you develop your designs.

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Study week 2

So how much fun can you have with a banana?



<https://www.open.ac.uk/ods/>

Your welcome box makes an ideal **photographic studio**.

Watch the tutorial on **Activity 1 Part G** to make your own lightbox. We will also share some photographic tips on next week's postcard

Learn more about generating creative ideas in this week's talk - **10th October on Divergent Thinking 7 pm – 8 pm with Sancha De Burca**

Your first assignment TMA 11 is on Friday 14th October

Welcome to week 4

This week we ask you to think about designs that make you happy and those that frustrate you

Take a look at these objects

- Aesthetic - are they nice to look at?
- Usability - are the items easy to use?
- Are the materials sustainable?
- Are the designs functional?
- Are they long-lasting?
- Do they have a social function?



Community fridge



Apple Watch



GPO 746 Rotary dial telephone



Panthella Lamp



POSTCARD



Leonardo Di Vinci
A design for an equestrian monument



Panton Chair



Good Grips - angled measuring Jug



Google Car - self driving project



Bamboo toothbrush

What designs make you happy?

To do: Download **Compendium DS**
You will find it on the resources tab on the U101 home page.

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FOR CORRESPONDENCE

FOR ADDRESS ONLY

This week you'll learn more about how to really look at, and analyse, design. To help you you will use the 5Ws and 1H method. Practise using this approach by thinking about objects in your home. What about a fork or spoon? Who uses one, why, when, where and how? Do members of the family use it differently, or for different things? What would happen if you had more limited mobility or sight? Try using one while wearing oven gloves or blind-folded. It will make you think more deeply about its design and usage.



Moccy Moo baby cutlery

Welcome to Week 5!

You'll meet **Sam and Lola**, showing you the two sides of design.

Fact finding, analytical Sam likes certainty, while Lola is more exploratory, preferring ideas to emerge through quiet creative thinking. Get to know them! Do you see yourself in one of them - or both?

After meeting Sam and Lola you will, perhaps surprisingly, learn how it's important to fail! Don't miss the module-wide tutorial on **Saturday 29th October, 10.00-11.00** with Adela Glyn-Davies and Irene Tsiampakou: 'How to take criticism as part of the design process without taking it personally!'

Week 6 – visual thinking

This week you will experiment with principles of **composition** and **abstraction**

What principles can you observe around you?



Symmetry in nature



Packaging design by Cime



SEC Armadillo: Scottish Event Campus

Use the '5ws and 1h' to help you think about the designs you see

What, Why, When, Where, Who and How



Black Cascade, 13 Verticals (1948) by Alexander Calder



OATLY Packaging
negative and positive space



Dominance and emphasis

Arne Jacobsen
Egg Chair (1958)



Learn more about **abstraction** in this week's talk on with **Mike Moran** 8th November 7pm - 8pm

Post No. 8. Independent Photo Card Co., Mount Vernon, N.Y.
(Germany.)

POST CARD

This week you will be taking photos of your hand(s) and then selecting three of the best ones with one showing an interesting feature, one showing your hand in action, telling a 'story', and one showing your hand making a gesture that has meaning for you. Make sure you zoom in on your feature, and be careful to take clear, well lit photos, ideally against a plain background.



This week - **Module wide tutorial** on Monday 14th November 19:00-20:00 Looking at Typography with Teresa Monachino

This side for the Address.

Get involved with some typographic research: <https://www.typetasting.com/type-tasting-lab>

Hello blossoming designer



Stamp: Mark Petty: Phantom Stamps

It's Week 7 and the start of your first main assignment!

Don't start with any preconceived ideas. Follow the guidelines and let your design evolve over the next couple of weeks.

You will explore abstraction, colour and type.



vam.ac.uk

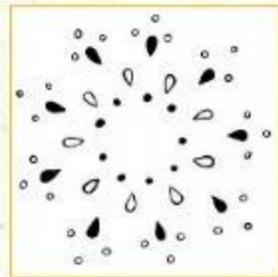
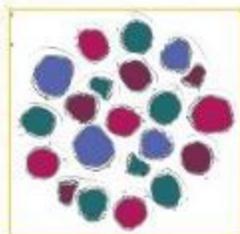
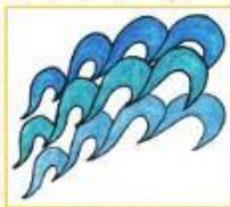
Week 8

TMA 01 – Phase 2

This week you will create three compositions using the photographs you took in Phase 1

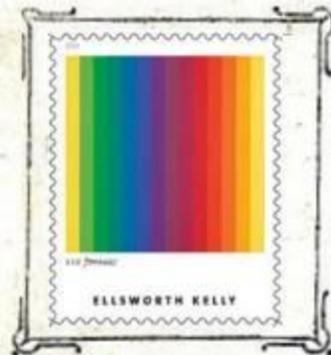
Symmetry & repetition

What sort of shapes can you make?
Experiment with colour – how does this change the design?
Mono or duo tones? Bright hues? Soft hues?
How might you place the shape on your t-shirt – in the centre? In a grid?
or randomly placed across the t-shirt? -



Always consider the REASONS behind your design decisions

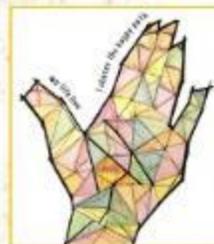
Post Card



Ellsworth Kelly's Forever Stamps 2019

Emphasis and Dominance

How can you use colour to highlight aspects of your design?
Experiment with texture and patterns



Proportions and Unity

Experiment with text and different type fonts

Learn more about colour in this week's talk with
Muriel Sippel 23rd November 7pm - 8pm



Tetracolor
Card

Pub. by: J. Tetrick 300 W. Pershing Rd., K. C., Mo. 64108



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Week 9! Submission week!

You will get to finally print and wear your T-shirt!

Try out ideas as to where to place your design: front, back, shoulder, hem, all over.... Pin or tape it on first and actually put the shirt on, to check, that it's not too high (if it's in the centre it can look like it's strangling you). If it's too low, it will look like it's sliding down and onto your stomach.

Give yourself enough time to **follow the instructions** carefully and to do a test print/transfer.

Make sure your printer is an INKJET PRINTER!

The deadline is noon, Friday 2nd Dec but you do have a 'grace' period up to midnight. Don't leave it to the last minute!



Got any questions? Want to chat about the assignment? Come to the **Module wide tutorial: Thursday 1st Dec. 19.00-20.00**
Q&A TMA01 Drop-in with John Morgan



511022



IMPORTANT: If your file is too large you won't be able to submit it.

You need to ensure all your photos are around 600 x 800 pixels. Try to ensure your file is 10mb or less. If it's more than 15mb you'll get an error message.

Week 10

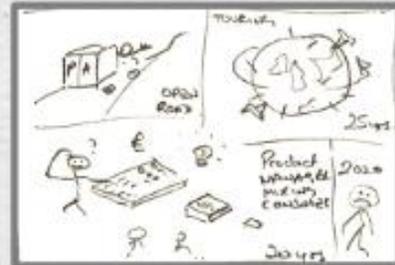
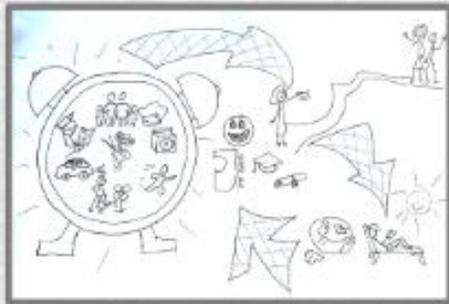


Illustration (1959) by F. W. Jones on US Stamp

Block 2 – Design & others

This week you will complete **Activity 5 - 'Who do you think you are'**

Head over to ODS and look at the 'life maps' other students have uploaded



Here are some 'excerpts' from previous students' maps.

Block 1 was all about you working as an **'individual'** designer

Now in block 2, you will move beyond your own thinking to designing **for and with others**

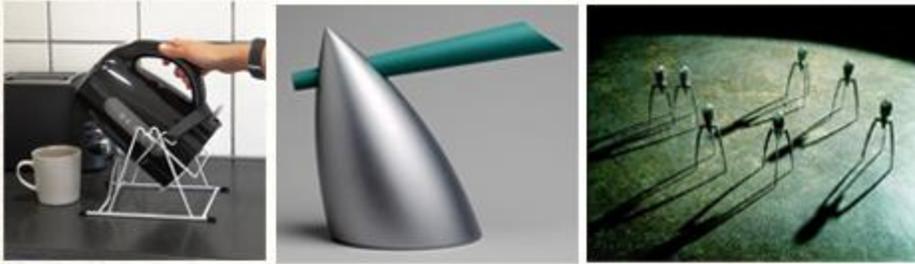
- It helps you shape your ideas when you explain your designs to others
- When you share your ideas, you get more ideas back 😊
- A great designer gains inspiration and knowledge from others



<https://www.ods.com/articles/participatory-design-in-practice>

When you buy a Christmas present, you think about what the person you are buying for likes rather than what **you** might like. **What will make them happy?**

It's the same with design. If designing a kettle for yourself, you might want it to synch with your watch and create a light & sound show while it boils. Your grandmother, though, might just want a kettle she can manage to pour, given she has reduced strength (but might still desire a funky design!). It's important to hear others' perspectives, and to get into the head of the user. There are examples to explore in the module website.



Think about what value you put of aesthetics rather than function. The two objects on the right look impressive, but... Check them being tested out on YouTube: the Hot Bertaa Kettle, centre, and the Juicy Salif lemon squeezer right, both by Philippe Stark.

To design for others, you need to understand what lies at the heart of the issue you are aiming to solve. You need to frame your problem well if you want to create a good and innovative solution. You'll look at problem framing in week 12, but do go to the **Module Wide tutorial with Liz Roberts on 11th December 10 – 11**. She will be looking at problem framing and give guidance on holding your creative sessions.



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Week 11!

You will no doubt currently be buying Christmas presents and seeing lots of good (and bad!) design around the shops.

Design is generally 'done' for other people. You have looked a lot at design across the previous weeks and learnt how to analyse it. **Now you will begin to explore why it's important to involve other people in the process.**



Make sure to watch **Don Norman's TED talk** in Activity 6 this week. It will make you smile. It might also give you an idea for your creative session – give your participants cake!

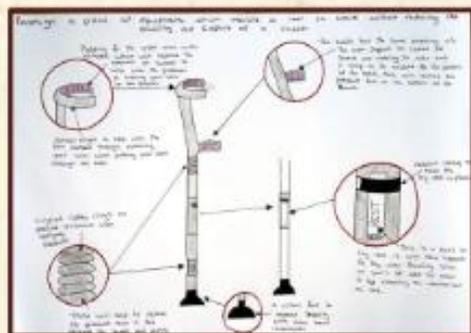
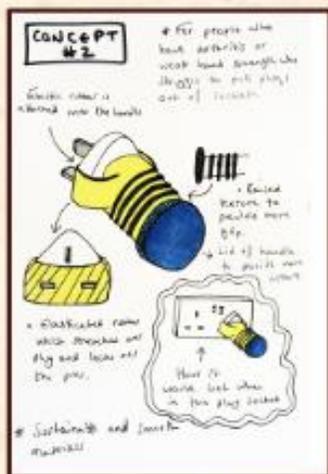
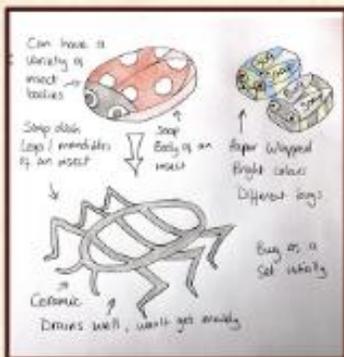
Week 12

Problems and Solutions



Wishing you a merry holiday 24th December – 6th January

In U101 we use sketching as a method of **designing** and **thinking**



Sketches to communicate ideas with **annotations** and **colour** to highlight design **features** and **function**

Post Card



Royal Mail Christmas stamp 2018



Example 2d and 3d sketches by students from 2021



Learn more about 'prototyping with simple materials'
Peter Jones tutorial 7th January 12pm – 1pm

PRINTED AT OUR WORKS IN YORKSHIRE, ENGLAND.

This space can be used for communication
to all countries
(excepting to JAPAN & U.S.A.)

You need to identify between 5 and 10 problems.
(Hint – there are 10 marks available for this, so aim for 10,
but make them good ones!) Select the one you
feel has the most potential.

DON'T start thinking of solutions! It's best if you have
no idea how you might solve the problem at this stage.
**Don't choose messy cables or not being able to get the
last Pringle out of the tube!**



Credit: Beau Gentry

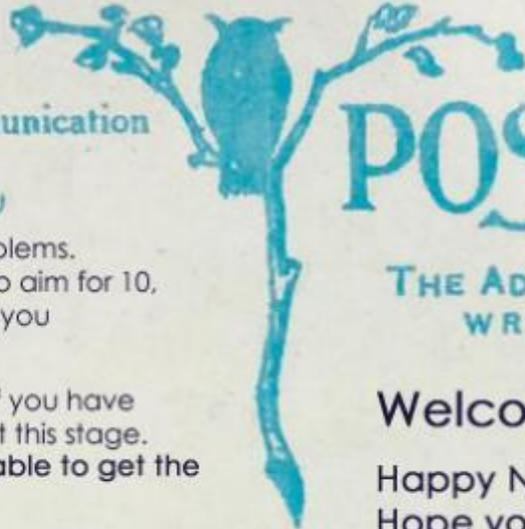


Get framing!
What is the actual problem?

For example: Insomnia:

- * How might we help insomniacs get to sleep?
- * Design a means of helping insomniacs sleep.
- * How might we reduce the stress of insomnia? (NB - this statement changes the nature of the problem; it's now about reducing stress.)

Don't include a solution in your problem statement, eg:
'Design a blanket to help insomniacs sleep'



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THE ADDRESS ONLY TO BE
WRITTEN HERE.



Welcome back, it's Week 13!

Happy New Year!
Hope you had a lovely Christmas.

This week you will start on TMA02 where you will identify a
problem, and then research, develop and design a prototype
of your solution (your design proposal).

Problems, problems, problems...

G. Charlton, Canterbury.



To help you with with prototyping, come to the module
wide tutorial on **7th January, 12.00-13.00**
Prototyping with simple materials led by Peter Jones

Week 14

TMA 02: Phase 2 – Design Ideas

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This week you will arrange a **creative session** with friends or family to find solutions to your design problem

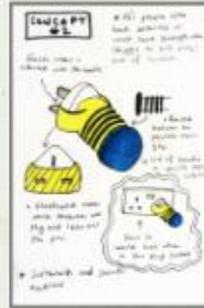
Working with others will help you generate many ideas in a short time, give different perspectives and helps you find **new** and **interesting** ways of thinking



Sticky notes can be a great way to organise your thoughts

Brainstorming – mini rules

- ★ Remember there are no silly ideas
crazy and wacky are encouraged ☺
- ★ Don't criticise
- ★ Build on the ideas of others
- ★ quantity over quality
ideas can be refined at a later stage



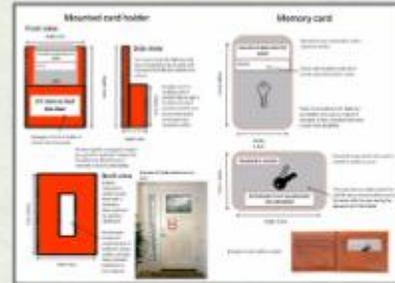
Make quick sketches of each idea to communicate your thinking



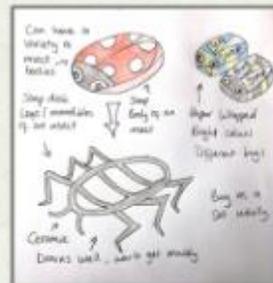
After your creative session, you will rank your ideas and select the **best** one to develop further

If you have no one nearby – then try Zoom or MS Teams

Or post on our forum and arrange to meet online with other U101 students



Concept Sketches



Drop in and chat to Collette Pomfret with your questions on TMA 02 - 17th January 11am - 12pm

Your prototype won't be perfect as you will only be making it out of everyday items you have around your home, but it will give you a feel of how it handles and whether it might work.

When you've made your first prototype and found any faults, try making a second with improvements. Perhaps even a third... or fourth.



Above left, Zach Rotholz:: Prototyping the Chairigami Chair
Above right, Georgia Nunn: Hairdryer for those with limited mobility

When you evaluate your design proposal we want to know how well your concept solves the problem and what modifications you might still want to make.

You're evaluating the success of the **concept** not the quality of your prototype.

Postcard



Cardboard prototype of a Dyson Vacuum cleaner



Week 15: Submission week for TMA02

Having come up with your design proposal (solution), you now need to test it out, by making a prototype. In making it, and handling it, you will see more clearly whether it might work or not.

Submit your work by 31st January
Remember to keep the size to about 10mb.

Still have questions? There is a Module wide Q&A session for TMA02 with Collette Pomfret on 27th January 7-8pm



Week 16

Block 3 – Design
& Society

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WRITTEN HERE



National Lego day - 28th January

This week you will explore the needs of **society** and look at how design thinking can influence society for **better** or **worse**



Carrckfergus, Belfast



Helmsley – North Yorkshire Market Town



Community Hub, Luton



In Activity 8 you will take a photo of the built environment in your community

What can you observe in these photographs?

What do the images convey about each community?



Bristol City Centre - traffic



BedZed – Eco Village, London



Blackburn Town Centre



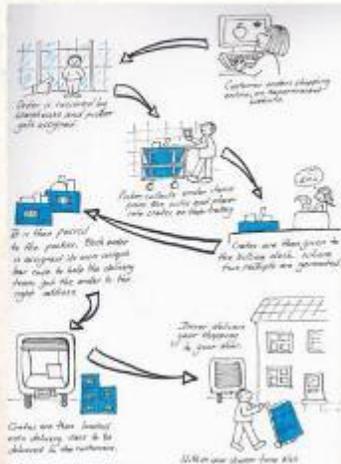
Snowhill Village, Cotswolds

CARTE POSTALE

La Correspondance au recto n'est pas acceptée par tous les pays étrangers
(Se renseigner à la Poste)

This week you'll learn more about how to **observe** as a designer, and you will go out in the field to take notes and photos.

You will also explore service design, learning how to map a service through analysing each element and process it uses.



Week 17

A week to think more about your environment, your town or city, and how designers serve communities.

Are cities gendered?
How are different sectors of society served?
What might unusual urban designs offer communities such as Brøndby Garden City, Denmark, (right)?

Module-wide tutorial this week:
Look back, look forward; online chat with the module chair, Theodora Philcox
9 February 2023 at 7pm in the U101-22J Online module-wide room.



Credit: Instagram @henry_do

Week 18 Playful design

This week you will look at **game design** and different possible types – ready for you to start thinking about making your own board game for TMA 03

People have been playing board games since ancient times – have a look at the examples below and see what similarities you see with modern games



Ancient Egyptian Senet board (circa 1390 BC)
Brooklyn Museum



Labyrinth – moving maze board
1986



Royal Game of Ur – roughly 4,500 years old
British Museum



Chinese Checkers
Original game - 1892

What do you think makes a good game?



US National Inventor's Day 11th February 2003



Example games from previous U101 students

Learn more about 'design as storytelling' with Steve Hoffman on 16th February at 8pm in the U101 online module-wide room

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Good research will lead to a good game. Don't skimp on it!

Having selected your service, get under its skin.
Who is involved (the actors)? What do they do?
What things are used? (The components)
What can go well or wrong? Think of some humorous events.
A game should be fun!

Take a vet's practice:

Actors:

- The vets
- Vet nurses
- Receptionist
- Animals
- Suppliers
- Delivery drivers
- Animal owners/clients
- Laboratory workers
- Insurance companies
- Any others?



Components:

- The vet's surgery
- Stethoscope
- Medicines
- Syringes
- Cages
- Waiting room
- Delivery vans
- Uniforms
- Weighing scales
- Animal treats
- What else?

Events

- Snake escapes from surgery
 - Dog bites vet
 - Rabbit gives birth to 13 kits
 - Vet creates prosthetic leg for dog
 - Owner writes a glowing review
 - Delivery is delayed for vital medicines
 - Dog wees in waiting room
 - Emergency call out to local farm
- Brainstorm ideas on your theme with friends.*

How might elements like these create a game?

TWO Module wide tutorials this week!

Tuesday 21st February 19.00-20.00

Games! with guest lecturer, Dr Christian Nold

Referencing and Reflective writing

Thursday 23 February 19.00 - 20.00 with Dawn Correia



Week 19 is Game Design Week!

Research, designing and initial prototyping



Helen Mawson: Property game



Rebecca Park: Breakdown



Dorothea Dukic: Road game

TMA 03 - Phase 2

Design by testing

This week you will get to test your prototype with friends and family



Take lots of photographs whilst your game is being played



Adjust the game as the play develops



Explain the game play and the key issues



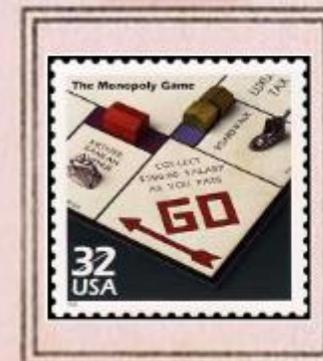
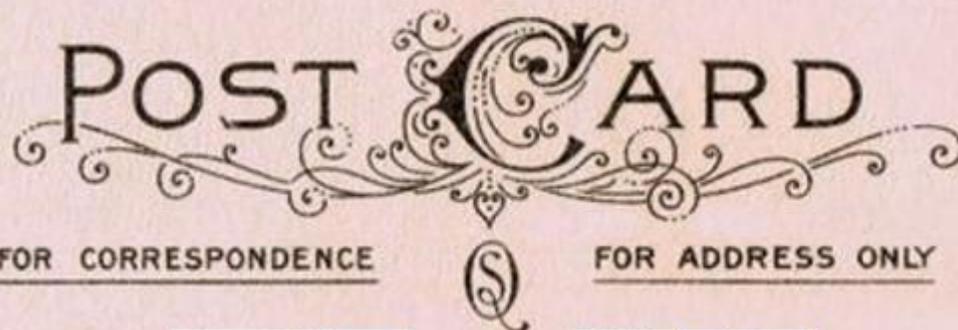
Show individual squares where problems occur



If you have no one nearby – then try Zoom or MS teams. Or post on the forum and arrange to meet online with other U101 students 😊

Gather **feedback** from your players so you can reflect on the changes you need to make

Week 20



□ Stoff-Reproduktion □
□ Reproduction d'étoffe □

B.K.
W.I.

POSTKARTÈ

This week you will be making any improvements suggested by your test players and then testing your final design proposal. Take photos of the developments you make and of your test team playing your game. Note any comments they make that could further improve your game. Do you have any other ideas for your game? Include these on your map.



Observe your players.

Are the players clearly competitive and keen to win?
Do they laugh?
Are there any moments of boredom?
Are there moments of tension?
How long does the game take?
Have you ironed out any areas of confusion?
Does the game have a name?
Does the board immediately convey the theme?

Tim Ballo's game is based on the entertainment service. It's theme is an amateur dramatic pantomime production for the local community.

Week 21
Refining, completing
and re-testing your
game



Module wide tutorial
Q&A TMA03 with AnnMarie McKenna

6 March 19.00-20.00

Submission deadline:
10 March 2023



A design diary is a tool that can **support** and inspire **new thinking**

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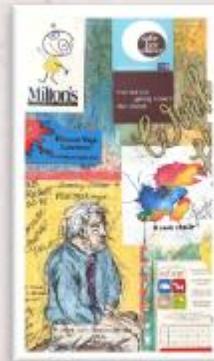


This week, you will look at techniques to help you organise your design diary.

Have a look at these diary examples – what aspects do you like?



Raw Data: Infographic designer Sketchbooks



The Postman's Knock

Your design diary should be strongly visual – it can contain drawings, doodles, sketches, notes, found images or even objects

Four Student Examples



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This week you will explore how to make data come to life and how you can tell stories with images. If you like TED Talks, watch Chris Jordan's *Turning powerful stats into art*. Some of his images will blow your mind!



Credit: David McCandless: Information is Beautiful

Module wide tutorial

23 March, 20.00-21.00 **Storyboarding**

No more lost ideas 'down the back of the sofa with Steve Hoffman



WEEK 23: Storytelling & Design Communication

How can you convey information in a clear and engaging way?

Who is Dieter Rams and what does he say about Design?

Waste: Think Global, Act Local

Week 24

POST CARD



This week you will start on your last TMA ©

TMA 04: Phase 1 Global Design Problems

Look at the **resources** tab to find out more about the **TMA 04** project theme



What does the word **WASTE** mean to you?



We want you to think of **localised** responses to the global issues of **waste**



Global Plastic problem



Local Solutions



Plastic-Free Bradford on Avon



Make sure you record your research, sketches and notes in your **design diary**

Learn more about **'how to make your presentation sheets have impact'** with Theodora Philcox 28th March 6pm – 7pm

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Having established your problem statement (design brief), you will now start to brainstorm ways of solving the problem. To do this, you will hold another **CREATIVE SESSION**.

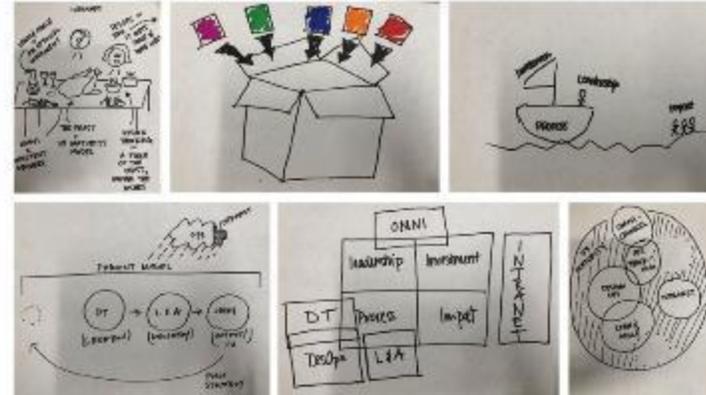


Set a timer. Use your Lola cards. Make sure you record the session with photos and notes. Come up with at least **TEN** ideas.



WEEK 25

TMA04 Phase 2



Credit: mggroup.com

Encourage your creative team to sketch their ideas. To stop them worrying about their drawing skills, give them big markers and get them to draw on post-it notes or fold a sheet of paper to create 8 sections and get them to draw in each square. It prevents them worrying about details.

TMA 04 - Design Communication

Week 26

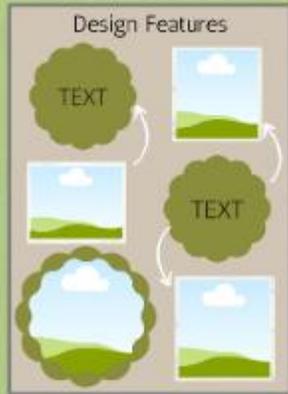
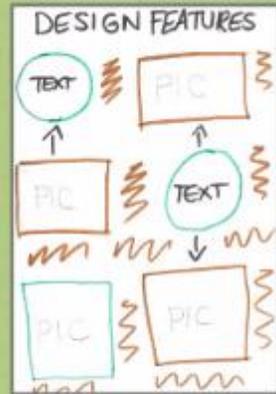
This week you will plan your 3 Design Sheets

- Design problem
- Design proposal
- Proposal in use



The sheets need to tell the story of your project

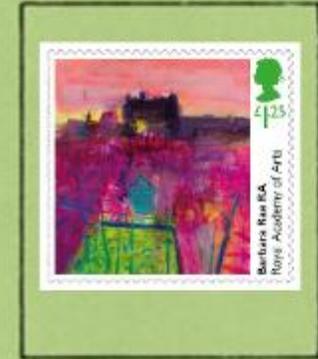
Remember to show a visual and written narrative explaining your research, planning and your design decisions



An example of the development of a layout for the design proposal sheet

BY BEN, 1965 © 1967, BY FLUXUS

FLUX POST CARD



Researching posters and infographics can give you ideas for layout and visual design



Aim for visual consistency with similar fonts colour schemes and coherent layouts

TMA 04 due in 21st April



postcard

You will **review** each of your assignments, and using your feedback, **think what improvements you could make**. You can develop any or all of your assignments before submitting them if you want to, but specifically, **you will choose one TMA to improve more significantly**.

Stephen Pearson TMA01

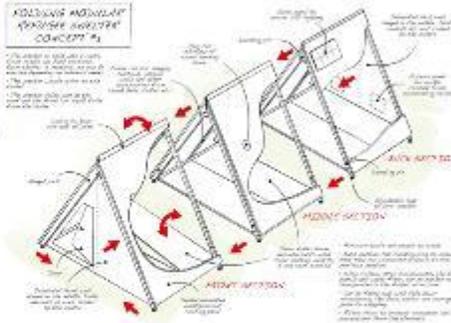


FOLLOW THE INSTRUCTIONS CAREFULLY!



Kinga Lubiech TMA02

David Large TMA03



Matthew Chapman TMA04

We will go over what's required for the EMA in the **Module-wide tutorial**: 'Look back, look forward':

Online chat with the Module Chair
27 April 2023 at 7pm in the Online module-wide room.
Bring any questions you have.



Week 27 The home straight!

Over the next four/five weeks you will pull all your previous work together to create a portfolio of your design outcomes. There is no exam for U101 😊 but this portfolio, which also includes three short essays, forms your end-of-module assignment or EMA.

The EMA is worth 40% of your overall grade, and **you need at least 30%** to pass this element of the module.

Week 28 – EMA preparation

POST CARD

This week you will work on your **EMA & design portfolio** where you will showcase all the design outcomes you have created on U101



TMA 01 portfolio



TMA 02 portfolio



- ### Portfolio
- Improved design proposal
 - T-shirt
 - Prototype
 - Board game
 - Design sheets
 - +
• 3 short essays

EMA due on 26th May

The key to a good portfolio is clear **visual communication & photography**

A **design portfolio** is a visual display showcasing your work, accompanied by short text to explain your key design intentions



Postcard



FANCY EXHIBITING YOUR WORK?



Two events this week (both on ZOOM):
Building your portfolio with Mike Moran and
Laura Fletcher.
11th May Thursday 8-9

The Annual Show:
How to get your work exhibited and even win a
prize! 12th May Friday 7-8 **Look out for the invite!**

**WISHING YOU A
HAPPY CORONATION WEEKEND!**

Week 29

How's your EMA progressing?

Your portfolio is your opportunity to
showcase your work.

Make sure your images and your
explanations (in your diary nodes) are
clear, so that someone who hasn't seen
your work before can fully understand it.

Week 30

POST CARD

EMA

- Design development + Portfolio
- T-shirt
- Prototype
- Board game
- Design Sheets + An essay - split into 3 sections

You have almost reached the end of U101 😊

This week you will continue working on your EMA



EMA Essay tips...

- Include headings for each of the 3 sections
- Refer to the module concepts
- Proofread & spell check
- Word count - maximum of 500 words per section



TMA 03 portfolio example



Portfolio Photography

Bright lighting ● Good composition ● Clear backgrounds

The final Countdown.... EMA due Friday 26th May



EUROPA 2022 PEACE - The Highest Value of Humanity

Tetracolor
Card

We hope you've enjoyed
the journey. You're
now a fully fledged
Lolarola!

CONGRATULATIONS!

from the U101 team.

Tetracolor 300 W, Pershing Rd., K. C., Mo. 64108



POST CARD

You've made it!

Don't miss the EMA deadline:
26th May

U101::FORN
AJOJ::LOLA

