

**Brief Title**

# MA Design Challenge

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## CONTEXT

Before the start of the induction week, you are asked to complete an introductory summer project that will enable you focus on our common tomorrow's Global Sustainable Development Challenges, which are listed by the United Nations (UN) as Sustainable Development Goals (SDGs).

The UN SDG goals and challenges are classified as:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Productions
13. Climate Action
14. Life Below Water
15. Life On Land
16. Peace, Justice and Strong Institutions
17. Partnerships for The Goals

As the MA Design Programme offers you a balance of design theory and practice-led teaching, this brief offers you the opportunity to reflect on how your design knowledge, skills and practice can help you produce a valid answer/intervention to the chosen SDG.

The solution space is multi-dimensional including applications of new and emerging technologies (eg. Artificial Intelligence (AI), Internet of Things (IoT), Metaverse), social innovations, product and service innovations, policies, and governance.

## ASSIGNMENT

The purpose of this pre-induction project is to:

1. Familiarise yourself with the UN SDGs
2. Consider which challenge you would like to tackle in your MA studies
3. Devise a learning plan over the initial 2 semesters (late Sept-mid Dec and late Jan to early May) to gain and attain the necessary knowledge and skills to enable you to take actions on your chosen challenge over the next 5 to 10 years
4. Produce a short project presentation (a deck of at least 10 slides or a short video) to illustrate your initial background research and understanding of the chosen SDG, including a short brief which is aligned to your learning plan

Please refer to official UN website: <https://www.undp.org/sustainable-development-goals>

An accomplished use of info graphics, tables, images and videos or other relevant graphical means is expected to enable you to summarise your project outcomes.

## **WORK REQUIREMENTS**

You are expected to produce your presentation ready to be shared and discussed with your peers at the start of the induction week (w/c 19<sup>th</sup> September).

Before you produce your work think about the format you may use for the realisation of the graphic presentation or video which will be presented on. Whichever format you choose, your work should be stand-alone, meaning that it can be readily understood without the need for you to present it.

## **REFERENCES**

Apply Harvard referencing system. Refer to, Cite them Right, which you can access from: <http://nuweb2.northumbria.ac.uk/library/skillsplus/azlist.html>

## **ASSESSMENT CRITERIA**

**(N.B. This project is not graded but its outputs will form modules teaching, your study will NOT be bonded to this project outcome)**

You will be assessed based on evidence of:

1. Coherent structure and creativity of presentation.
2. Appropriate application of research and design practice coupled with objective analysis and scholarship.

## **SUBMISSION**

Please submit your assignment on-line via Microsoft Teams MA Design Induction Week (22-23) within Files through this web link:

[https://teams.microsoft.com/l/team/19%3aed1JlnUHBVvNK6DtPErZCl5-H\\_qMYn6QSc5L2S-Ww2M1%40thread.tacv2/conversations?groupId=55467280-d3c4-490d-9d60-d887454213b6&tenantId=e757cfdd-1f35-4457-af8f-7c9c6b1437e3](https://teams.microsoft.com/l/team/19%3aed1JlnUHBVvNK6DtPErZCl5-H_qMYn6QSc5L2S-Ww2M1%40thread.tacv2/conversations?groupId=55467280-d3c4-490d-9d60-d887454213b6&tenantId=e757cfdd-1f35-4457-af8f-7c9c6b1437e3)

This web link will give you the option to open MS Teams online or as an app (if you already have it installed or wish to install it on your computer), then it will ask you to send a request to join. After your request has been accepted you will be able to upload your file.

In case of any IT issues uploading work or accessing MS Teams please submit your file(s) as an email attachment(s) (max. size 25Mb per message), to the Module tutor at: [matteo.conti@northumbria.ac.uk](mailto:matteo.conti@northumbria.ac.uk)

## **What feedback will you receive**

Formative assessment will be provided at the end of each student presentation.

Even if this is not a graded project the learning experience of this project is important as it should lay the foundation of your MA design studies.

We look forward to meeting you here at Northumbria University in the MA Design studio (located in Northumberland building, room NBD054, behind the Café Central, which is next to Sport Central) at the start of the induction week!