

2025 Clients Activities

SUAD | China

NOTE: As Clients you will always post onto your allocated Designers' project blogs.

In your role as the **Client**, you will commission a Design team, located in a different country, to provide your client team with design solution proposals for an item (physical, or combination of physical and digital service) which either promotes and/or celebrates a specific local practice(s) with focus on the broad theme of **Celebrating the Daily Joys of Life**.

As the Clients you will use your grandparents as the intended “users” to develop a Design Brief in which you will outline your collected data about your grandparents activities and propose a specific design opportunity.

To develop the **Client Brief**, you will need to prepare visually rich information, such as storyboards or short movies, which will help your paired Design team in the other country to become **familiar with your selected grandparents' day to day practices**.

It is not sufficient to just embed a link to a website or a multimedia, you need to outline why and how are those resources important. Nevertheless, most of the information (data/media) should be generated by your Client teams as this should be specific to your selected users (i.e. grandparents).

In the Client role, as the “cultural experts” on your selected users' practices, you will need to analyse your grandparents daily practices so that you can guide and evaluate the Design team's understanding as well as their design progress. Throughout the process as clients, you will need to provide thoughtful feedback and guidance to your designers. **The feedback evaluation criteria should be based on your client's brief.** If you introduce any new evaluation criteria, you will need to document this in your client brief change document.

After you will receive the final design proposals from your Design team, you, as the Clients, will be responsible for constructing a physical mock-up. You will use the mock-up as a prop in a short 60 second video to demonstrate how the proposed design solution supports your users' daily activities.

You will be also be required to produce 2 digital boards (A2 size) providing feedback for your design collaborators. This should be about their process as designers and how well they addressed the client brief aims.

Hint on how you may explore the theme: People in every culture celebrate life through different cultural practices such as rituals. The most elaborate celebrations are usually conducted for milestone events like the arrival of a new family member, the joining of families or the end of one's life, which can be a sad event but also gives the chance to reminisce and celebrate that person's life. These celebrations are traditionally considered to be entertaining occasions that bring families and communities together, foster stronger bonds and help them feel grateful, cheerful and motivated.

But there are also different ways we celebrate and appreciate the smaller joys of daily life, which could for example to help us achieve the same feelings in a more sustained and prolonged fashion.

When describing for example a cultural practice, you may explore the following points: how is this practice “regulated” (for example, who can participate in this practice; when and where can the practice take place?); how and by whom is it “consumed”; how and by whom is it “produced”; how is it “represented” and “circulated” (for example in social media, movies, books or advertisements).

Contents

2025 Clients Activities SUAD China	1
Clients Schedule SUAD China	2
Introduction 29 September to 05 October 2025 Week 01	2
Investigate your Users/Grandparents 06–12 October 2024 Week 02.....	2
Initial Brief 13–19 October 2025 Week 03.....	2
Agreed Client Brief 20–26 October 2025 Week 04	3
Initial Concepts Evaluation 27 October to 02 November 2025 Week 05.....	3
Refined Concepts Evaluation 03–09 November 2025 Week 06	3
Take over the Design Documentation 10–16 November 2025 Week 07	3
Mock-up & Movie 17–23 November 2025 Week 08	4
Movie Editing + Evaluation 24–30 November 2025 Week 09	4
Presentations 03 December 2025 Week 10.....	4

Clients Schedule

SUAD | China

Weekly online Zoom classes Tuesday between 17.30 and 18.30 Beijing time
The weekly submissions are due Mondays.

Introduction 29 September to 05 October 2025 | Week 01

Introduction to the project theme **Celebrating the Daily Joy of Life**

Investigate your Users/Grandparents 06–12 October 2024 | Week 02

ACTIVITY: Research potential directions for the project.

As the client you will undertake research into the theme to inform your client project brief. Collect information about your grandparents' daily activities to identify potential innovation opportunities.

NOTE: Think how you will collect the information.

- What methods/tools you may use to make a sense of the collected information?
- How will incorporate the information into your client brief?
- How will you present and share the information to your designers?
- How will you familiarise the designers with your grandparents' cultural material possession and activities they do? Please remember that your designers are unfamiliar with your grandparents and activities you have observed.

Initial Brief 13–19 October 2025 | Week 03

SUBMISSION: Monday 13 October, upload the initial client brief onto YOUR designer team project blog.

NOTE: As Clients you will always post onto you Designer Team project website.

The client brief should be media rich, including your insights. For example, you may cover these areas:

- What objects grandparents like/dislike, and why?
- What activities they like/dislike, and why?
- What is the opportunity you have identified?
- Are there existing products/services which tried to address the identified problem?
- What are they?
- Why did they fail deliver the desirable outcomes?
- What identified problem you would you're your designers to tackle?
- Is there a maximum cost of how much the proposed solution should be retailed for?

*The design brief should be negotiated with your designers and agreed related to issues such as the deliverables and what criteria will be used by you as the clients to **assess their design project deliverables**.*

ACTIVITY: Get to know your collaborators. Contact your collaborators and arrange to have an online video (e.g. Zoom, Discord, Skype, Google Hangouts, Viber, Kakao Talk, Line, Signal, WeChat, WhatsApp, FaceTime and so on).

NOTE: Always document your meetings and post the client meeting notes onto your designers' project sites!

Say hello to your Designers on their project blog...

Agreed Client Brief 20–26 October 2025 | Week 04

SUBMISSION: On 20th October upload the revised agreed client brief including deliverables/dates onto your designers' project blog.

Initial Concepts Evaluation 27 October to 02 November 2025 | Week 05

Provide **feedback** to your designers on their initial concepts. The feedback needs to be submitted onto your connected designer teams' blog.

Refined Concepts Evaluation 03–09 November 2025 | Week 06

Provide **feedback** to designers on their refined concepts.

Take over the Design Documentation 10–16 November 2025 | Week 07

Provide feedback to designers on their refined concepts. 'Take possession' of the design documentation.

NOTE: Check that you have received all necessary information from the designers for you to construct the mock-up/model/prop, story board on how users use and benefit from proposed design solution so that you produce the promotional video.

Review of plans to build props/mock-up/models/prototypes

Check the uploaded patterns and instructions on how to construct and assemble the proposed objects from the collaborators.

Mock-up & Movie 17–23 November 2025 | Week 08

TASK: Construct a model/prototype and shoot video

'In progress' presentations how the received ideas will be represented by the client groups

Construct proposed objects (you may video this process and take notes in order to provide a critique to design collaborators)

Movie Editing + Evaluation 24–30 November 2025 | Week 09

Evaluate the connected design collaborators' concept validity. Organise a photo shoot of the constructed object/mock-up.

DELIVERABLE: Develop a maximum 60-second promotional movie of the product used by its intended users (that is the grandparents). Share the promotional video with your design team.

NOTE: We will devise a process to collection videos. Information will be posted on the 2024 Global Studio Master Project website. <https://theglobalstudio.eu/2025/>

DELIVERABLE: Provide feedback to design team (collaborators) through 2 digital boards (A2). The 2 boards should outline how the proposed design outputs have / have NOT addressed your Client's Project Brief. This feedback will provide your collaborators with a 'peer review' feedback. Upload the two boards onto your Designer Team website. Your client team will use these boards as visual aids during the final presentation in the subsequent week.

ACTIVITY: Internal presentations of each team presentation you will aim to deliver during the next week.

Presentations 03 December 2025 | Week 10

The final presentation schedule will be shared on the 2025 Master Project site. <https://theglobalstudio.eu/2025/>

As the Clients, you will be asked to provide **maximum 5 minutes feedback** to your designers (collaborators). Assumption is that your connected Design team will be able to view your Client feedback boards and video in advance of the scheduled final presentation.